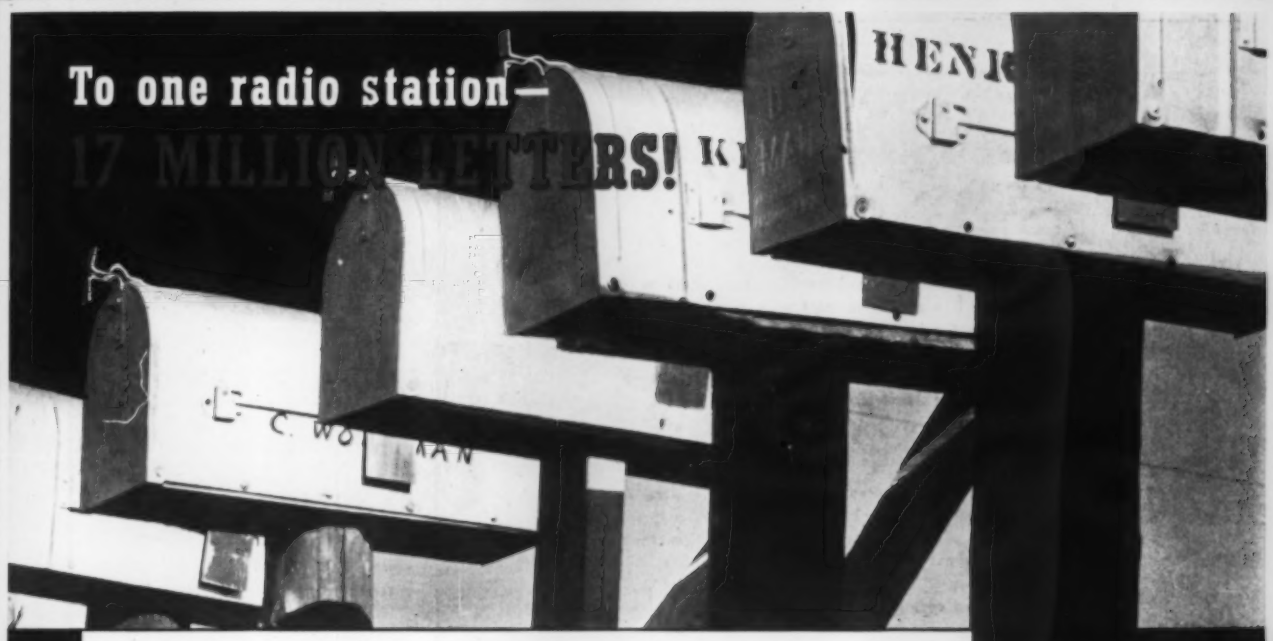
NUARY 28, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



In 16 years, "our folks" have responded to WLS service over a million times a year!

MIDWEST AMERICA appreciates WLS service and entertainment—and *shows* its appreciation with a record-smashing response, year after year after year!

1,058,675 LETTERS in 1945! 15,943,633 letters during the 15 years before that! Total—17,002,308—over 17 million letters in 16 years, written to one radio station, WLS.

PROGRAMS AND SERVICES must be filling basic human needs to draw over a million letters a year to a *half-time station*, for 16 straight years!

WLS SERVES THE PEOPLE OF MIDWEST AMERICA!

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas.

A Clear Channel Station

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

KRNT

A Cowles Station

WOL *Washington*, WHOM *New York*, WCOP *Boston*, WNAX *Sioux City—Yankton*

5000 WATTS
(FULL TIME)
1350 Kilocycles
AMERICAN BROADCASTING COMPANY
Affiliated with the Des Moines Register & Tribune
KRNT
Des Moines 4, Iowa

Confidence

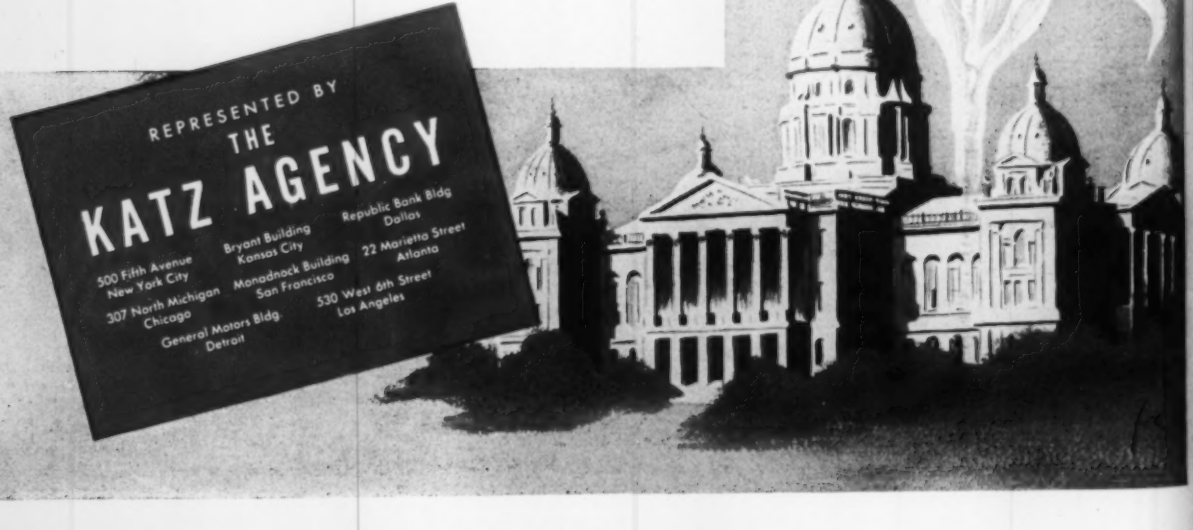
Many advertisers have been kind enough to tell us that they like to do business with a Cowles station. They like the business integrity of this organization. They say they can buy with confidence, secure in the knowledge that such a reputation is a priceless asset to both station and client.

Confidence

The instinctive judgment of the public seldom errs. KRNT listeners know of the Cowles principles of business and respect us for them. For ten years, Iowans have known that KRNT is operated up to a standard — not down to a price. Because of this mutual respect and understanding, they know that they can buy the products advertised over this station with complete confidence.

Confident

If you have a worth-while, acceptable product or service to sell, you too can feel confident that you will earn acceptance for your product and much profit for your company by advertising over KRNT, the merchandisable, highly Hooper-rated Cowles station for Des Moines.



REPRESENTED BY
THE
KATZ AGENCY

500 Fifth Avenue, New York City
Bryant Building, Kansas City
Republic Bank Bldg, Dallas
307 North Michigan, Chicago
Monadnock Building, San Francisco
22 Marietta Street, Atlanta
General Motors Bldg, Detroit
530 West 6th Street, Los Angeles

RAYON
by the mile is made in NASHVILLE

Rayon—such as that in this gown—is produced in great Nashville mills—employing hundreds, who help make the miles and miles of rayon needed in many post-war products. . . . Rayon workers are among the more than one million prosperous people living in the Nashville area. . . . And WSIX attracts this large audience of potential purchasers with the highest-rated programs of two networks . . . American and Mutual; gives excellent results at rates to fit your advertising budget.

WSIX gives you all three
Market, Coverage, Economy

AMERICAN
MUTUAL

5,000 WATTS
980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C. under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

LT. COL. JOHN H. DEWITT Jr., Signal Corps officer who "shot the moon" for Army, (see story p. 15) proving ionosphere can be pierced, will soon be retiring from active Army service. On leave from WSM Nashville, where he was chief engineer, Jack handled consulting practice on side with Ring & Clark, Washington consulting engineers before war. It's expected he will become more active with that firm, maybe as partner of Andrew D. Ring, senior member.

ANNOUNCEMENT by Cowles Broadcasting Co. of plans for experimental facsimile station in Washington is causing some head-scratching. Cowles primary interests are in newspaper field, with top-rated *Des Moines Register-Tribune* and *Minneapolis Star-Journal*, as well as *Look*, as basic projects. Cowles do not have newspaper in Washington. Could they be planning facsimile publication? Modern fax can be transmitted at rate of tabloid size page per minute, in color, too.

ADD TO national station representatives new firm coming up with West Coast backing through organization now in station operating field and expanding in other radio ventures.

NAB-FBI SNATCH FAILS. That headline, parsed, means radio trade association was too late on its deal to buy FBI headquarters building in Washington, which had been authorized by board of directors at Los Angeles meeting earlier this month. Building was sold before C. E. Arney Jr. could follow through, and NAB now looking for other quarters, having outgrown Town House on N Street.

CHICAGO may not get NAB convention after all. Meeting was set Oct. 21-24 at the Stevens when NAB board met in Los Angeles early this month. Now hotel has decided to slap heavy auditorium fees plus more fees for smaller meeting rooms so NAB headquarters is shopping elsewhere, with Cleveland favored at the moment. Some NAB meetings have been held at Palmer House, but Palmer and Stevens are now under same ownership.

CHICAGO may get a much needed shot in arm as network production point within next 60 days. At least four top agencies have put out feelers for new network program ideas to originate—and they are insistent about it—from Chicago.

ROBERT H. HINCKLEY, who resigns as Director of Office of Contract Settlement Feb 1. to become vice president and a director of ABC (see story, p. 80), will have contract of his own to settle soon. KALL Salt Lake City, in which Mrs. Hinckley has one-half interest, is an MBS affiliate. Mr. Hinckley avers he appreciates sanctity of contracts, having settled many hundred millions worth for Uncle Sam.

ACCENT at NARBA conference Feb. 4 in Washington will be on extension of "Havana Treaty" for two years from March 29 expiration date. Treaty became effective in 1941, few

(*Continued on page 94*)

Upcoming

Jan. 28-30: RMA Midwinter Conference, Stevens Hotel, Chicago.

Feb. 4: North American Regional Broadcast Engineering Conference, Labor Dept. Auditorium, Washington, 11 a.m.

(NAB District Meetings, page 92).

Bulletins

APPOINTMENT of Lewis H. Avery Co. to represent WKZO Kalamazoo and WJEF Grand Rapids effective Feb. 5 was announced Friday by John E. Fetzer, owner of both stations. This brings Avery list to six. Firm currently represents WJJD Chicago, WSAI Cincinnati, WFBC Greenville, S. C., and KROY Sacramento, Cal.

AFRA National Board has authorized protest on behalf of members against enactment of the Lea bill (HR-5117) as inimical to interests of artists and as calculated to impair their collective bargaining agreement with industry and freedom of negotiation (Lea bill story page 16).

CROSBY, KRAFT SETTLE FEUD OUT OF COURT

BING CROSBY and Kraft Foods Co.. have solved differences out of court. Kraft drops suit filed Jan. 3 against Mr. Crosby, who agrees to return to *Kraft Music Hall*, Thursdays, 9 p.m. on NBC, for 13 weeks starting Feb. 7 and to broadcast two additional shows the following fall. Thereafter he will be free from contract which Kraft alleged ran until 1950.

PORTER AT IRE

AT IRE President's luncheon Friday in New York, Paul A. Porter, FCC chairman, told radio engineers: "You now have three assignments. (1) Construction of a new frequency modulation system complete with thousands of transmitters, millions of receivers and nationwide networks; (2) construction of nationwide television networks; (3) construction of scores of radio systems to promote safety and efficiency." His only reference to reported disagreements with FCC announcement day before that FM would remain in 88-108 mc band was: "if 112 mc will reach the moon, 108 ought to reach the American farmer." Chairman Porter and William B. Benton, Assistant Secretary of State in Charge of Public Affairs, were scheduled to discuss "Freedom of Communications—Worldwide" on NBC's *Our Foreign Policy*, 7 p.m. (EST) Saturday. (*IRE story on page 18.*)

Business Briefly

TEK SCHEDULE ● Johnson & Johnson, New Brunswick, N. J. (Tek) has five-weekly announcement schedule on KFI Los Angeles, for 52 weeks. National spot campaign believed in progress, though details not available. Agency Ferry-Hanly Co., New York.

REDI-MEAT BUYS ● Illinois Meat Co., Chicago (Broadcast Redi-Meat) Feb. 2 starts *Ton Baker* show Saturdays, 9:45-10 a.m. CST on WLS Chicago, for 52 weeks. Program formerly aired on WGN Chicago. Agency, Arthur Meyerhoff & Co., Chicago.

ORANGE-CRUSH MUSICAL ● Orange Crush Co., Chicago, March 9 starts recorded musical program, 5-5:30 p.m. Saturdays on WMAQ Chicago, replacing records with feature races from Washington and Arlington parks, effective June 22. Contract, 52 weeks. Agency Aubrey, Moore & Wallace, Chicago.

10TH NAB DISTRICT MEETING DISCUSSES MUSIC PROBLEM

MUSIC problem was center of interest at NAB 10th District meeting opened Friday at Fontenelle Hotel, Omaha, with 130 broadcasters present. President Justin Miller talked off record on AFM situation.

C. E. Arney Jr., NAB secretary-treasurer conducted labor meeting. Joe Hartenbower, KCMO Kansas City, presided over public relations conference. Both were closed. Hugh Feltis, BMB president, addressed afternoon session outlining progress of measurement bureau.

Kiwanis Clubs of Greater Omaha were hosts to broadcasters at lunch. President Miller delivered principal address, discussing American broadcasting system. Address was broadcast by KBON.

WQXR SEEKS POWER INCREASE TO 50 KW

INCREASE in power from 10 kw to 50 kw on its 1560 kc frequency is sought by WQXR New York in application received Friday by FCC. Changes in transmitter and installation of directional antenna for day and night use are included. Applications for new standard stations were also received from:

Metropolitan Broadcasting Corp., Washington, D. C., for 570 kc, 250 w, daytime; Frank E. Pellegrin & Homer H. Gruenther, Oak Ridge, Tenn., for 1490 kc, 250 w, unlimited; Corpus Christi Broadcasting Co. Inc., Corpus Christi, Tex., for 1230 kc, 250 w, unlimited.

NBC PLANNERS MEET

NBC's newly-elected Stations Planning & Advisory Committee held its first meetings Thursday and Friday in New York to discuss problems of mutual concern to network and affiliates. Present were Clair R. McCollough, WGAL Lancaster; Walter Damm, WTMJ Milwaukee; Campbell Arnoux, WTAR Norfolk; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; William B. Way, KVOO Tulsa; Karl O. Wyler, KTSM El Paso; William B. Ryan, KFI Los Angeles

WHEN IT COMES TO PROMOTION WE'D LIKE TO SAY A WORD ABOUT OUR JOHNNY SINCLAIR

Johnny is a Charlestonian who worked for WCHS summer vacations while attending the University of Michigan. He was graduated in 1941, and joined us on a full time basis as promotion manager.

The day after Pearl Harbor Johnny walked out on us and joined the Navy. After almost four years of serving Uncle Sam he rejoined us as promotion manager three months ago.

Although Johnny's naval service took him far afield from radio he hasn't lost any of his old grip because he started right out by winning himself and WCHS an award for having done an outstanding job of promoting Linda's wedding for the Kroger Grocery and Baking Co., one of our oldest advertisers. Only three awards were made and Johnny won one for us in competition with a flock of other stations including some clear channel outlets.

If you have a promotion problem we recommend you drop Johnny a line. He's rarin' to go.

WCHS

CHARLESTON, W. VA.

5000 on 580 • CBS

Represented by the Branham Co.

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

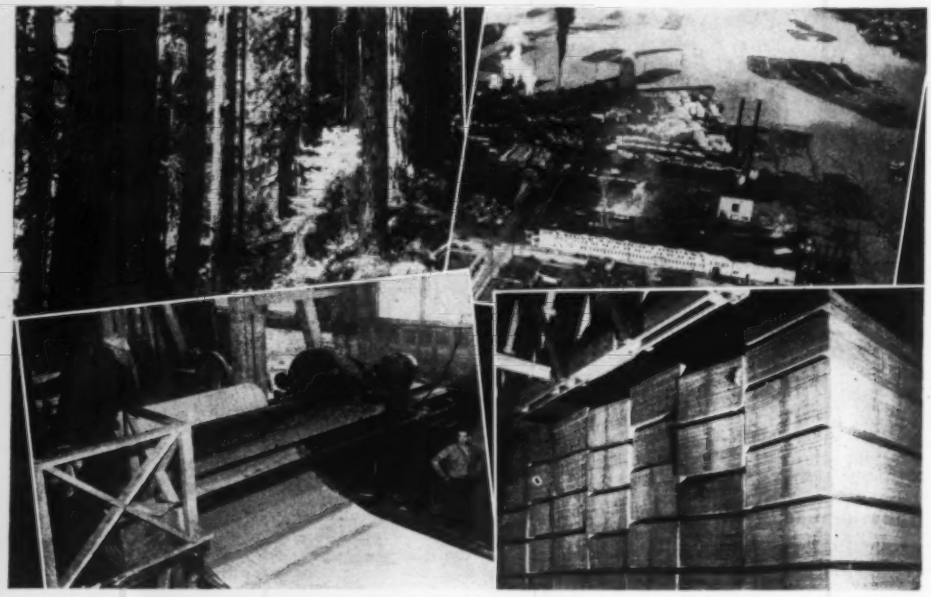
THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

PLYWOOD

70% of AMERICA'S PRODUCTION



One and a half billion square feet of plywood, valued at eighty million dollars, is made annually in Pacific Northwest mills, employing over ten thousand skilled workers, with a payroll of over 25 million dollars. Long deferred building throughout the world will require an extensive period of heavy production to supply the peacetime demand for this versatile basic construction material. Science, through recently perfected plastic faced plywoods, opens new fields to this already prosperous industry.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

David L. Ackerman, Dorothy Young, Herbert Hadley, Leslie Helm.

NEW YORK BUREAU

250 Park Ave. *PLaza 5-8355*

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Room 217. *GLadstone 7353.*
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

ONE always stands out . . .

. . . and in Philadelphia it's WFIL

Yes, you've seen it happen many times. Out of a bevy of beauties, a string of race horses, a set of golf clubs or a collection of paintings—*one* will always stand out.

With those who know "The Philadelphia Radio Story", one station stands out for many reasons. Better programming—better promotion—better merchandising—and better public service features are building better listening in *more* homes and a better advertising buy for *more* advertisers on WFIL.

Any apperceptive advertiser knows, too, that you can look to WFIL for stand-out performance in the future. WFIL is embued with a single motivating desire, and that, to serve and satisfy its listeners and advertisers. For future sales in the nation's third largest market, check now with WFIL, the ABC Affiliate in Philadelphia, or the Katz Agency in New York.

PHILADELPHIA WFIL 560 . . .

AFFILIATE OF AMERICAN BROADCASTING COMPANY

In Philadelphia WFIL means PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY

"If you're looking for a good daytime show, brother...

Listen to ABC!"

It's easy to see why so many women won't listen to anything but ABC programs all morning long. Once they've heard the *Breakfast Club*, *Tom Breneman's Breakfast in Hollywood*, *My True Story*, and the rest of our popular morning line-up, they're more than content to tune in their ABC station when they get up —and leave their dials set.

That's why ABC is the most-listened-to network every weekday morning. *Four out of the five top-ranking network morning programs are broadcast on ABC* (Hooper).

This didn't just happen by itself. ABC built up the nation's greatest morning radio audience, first, by determining what sort of programs women listen to; and second, by pioneering in new types of program techniques, developing new shows, improving station facilities and creating effective audience promotions.

And now this same technique is being applied to the afternoon. Just look at this Monday-through-Friday line-up: *Baukhage; Constance Bennett; John B. Kennedy; Ethel & Albert; Bride and Groom; The Al Pearce Show; Ladies, Be Seated; Jack Berch.* No doubt about it, if you want to reach women with daytime programs, morning or afternoon, ABC is your most practical buy.

During evenings, too, there still remain some desirable periods when ABC can carry your sales message to Twenty-Two Million* radio homes, whose occupants possess 92% of the nation's spendable income. If you want to cover this rich, concentrated market, buy ABC.

**Night-time coverage. This figure continues to climb with steadily improving station facilities.*

7 REASONS
why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES,** who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **195 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

With the large scale resumption of business and of intensive promotion of products and services following the war, the Advertising Federation of America considers it timely to restate the fundamental principles which in its judgment should guide the sponsors, practitioners and circulators of advertising and which, with few exceptions, advertisers now generally observe.

A Statement of Advertising Principles

1 Good advertising aims to inform the consumer and help him to buy more intelligently.

2 Good advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.

3 Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.

4 Good advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

ADVERTISING FEDERATION OF AMERICA

The above Statement of Advertising Principles was drawn up by a committee of leaders in advertising and allied fields with the cooperation of representatives of the National Association of Better Business Bureaus and adopted by the A.F.A. January 8, 1946.

●

TO ADVERTISING ORGANIZATIONS: The A. F. A. urges that advertising groups and individuals adopt this statement as their own, publicize it widely to advertising people and to the public, and promote its observance by all within their influence.

JOE M. DAWSON
Chairman of the Board
Advertising Federation of America

Copies of the Statement in small size suitable for envelope enclosures or for placing under the glass top of your desk, also in larger size for framing, will be gladly furnished without cost. Write the Advertising Federation of America, 330 West 42nd Street, New York 18, N. Y.

In Front ★ KFOR

CONTINENTAL NATIONAL BANK

Three quarter hours weekly and three Class A spots weekly . . . . . .

CONSUMER'S PUBLIC POWER DISTRICT

10 P.M. News — six times a week . . . . . .

Represented by Edward Petry Co., Inc.

KFOR

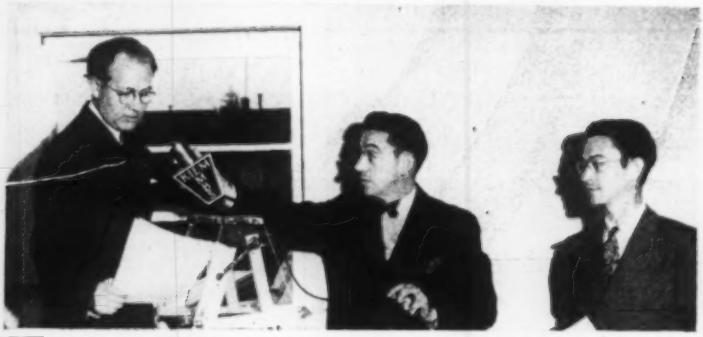
"Nebraska's Capital City Station"

LINCOLN Nebraska

GORDON GRAY, General Mgr
MELVIN DRAKE, Station Mgr

BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week



Left to right, Business Manager Don Telford, Manager William B. Smullin and Howard McAnulty, KIEM special events announcer.

"HOW MUCH does it cost to build a home?" That question got a No. 1 priority in the mind of William B. Smullin, manager of KIEM Eureka, Cal., after hearing so many thousands of homeseekers asking it.

He decided to find out for himself—and for KIEM listeners throughout the area.

In answering this question, many others would be answered—how scarce are building materials?—can substitutions be made?—if made will they conform to FHA approval and financing?—how long will it take to build an "emergency" house?

KIEM took the question to builders and contractors. Plans were drawn and bids invited. Bids ran from $8.10 to $10.91 per square foot—obviously out of reach of those in most urgent need of shelter for their families. Some builders admitted cost-plus was their only solution. No new building had been done as a consequence. No cost yardstick was available.

Nov. 19, Mr. Smullin made the decision: KIEM would furnish that yardstick.

KIEM would build a home without previous estimation of costs. Costs would be computed day-by-day and furnished to the public in daily on-the-scene broadcasts. To meet the urgency of the problem speed was imperative and it was

(*Continued on page 77*)

Sellers of Sales

HOLLY (because she was born on Christmas) Shively, assistant radio director of Ruthrauff & Ryan Inc., Chicago, might not be in radio today if her mother hadn't inadvertently appeared in the middle of a zoology class at Northwestern where Holly was a pre-medical student.

Holly had just dipped into a jar of formaldehyde and was extracting a fistful of oversized angleworms when Mother Shively arrived, took one look, and nearly fainted dead away. The next day Miss Shively bowed to her irate parents demands and withdrew from the pre-med course in favor of abnormal psychology, which was definitely a compromise on her part. The only advantage she has gained from her study of abnormal psychology, she says, is that it has enabled her to understand the mental processes of a number of radio people.

HOLLY

After graduating with a B.A. from Northwestern she got a job as a reporter for the now defunct *Herald-Examiner*. Having done research for the now famous lie detector, which was in the experimental stage at Northwestern, she found interviewing Chicago citizens remarkably easy. If a person's eyes dilated abnormally, or if they showed too great a preoccupation with a handkerchief such manifestations of a guilty complex could produce only one conclusion. Almost inevitably they were telling the truth.

The same scientific approach has proved of benefit in her job as chief timebuyer for the Chicago agency. A glib and dramatic sales talk, she has found, isn't always so valuable as latest available market data on the station being offered by the enthusiastic representative.

Miss Shively got into radio in 1932 as a member of the news staff on WBBM-CBS, in the days before the networks had a contract with the press associations. When the latter decided radio was here to stay, Holly was out of a job only long enough to move her desk into

(*Continued on page 77*)

WDEL

Wilmington Delaware

Your advertising reaches a consistently prosperous area that's rich in industry and agriculture . . . Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS day & night

All NBC top-flight programs plus effective, popular local programming . . . your assurance of profitable listener loyalty.

NBC BASIC STATION

Represented by RAYMER

THIRTEEN MILLION PAIRS OF NYLONS

WILL BE WANTED IN 1946 IN THE MARKET

COVERED BY WSM

WILL THEY BE YOUR BRAND?

Entertainment here at WSM runs the gamut from Folk Music to Grand Opera. And the needs and personal tastes of our audience vary from ribbed cotton stockings to nylons—from tractors to custom built motor cars.

It would require an elaborate combination of other media to cover the listening area of WSM's clear channel station . . . *one medium, five million people.*

WSM
NASHVILLE

Harry Stone, *Gen. Mgr.*
Dean R. Upson, *Comm. Mgr.*

50,000 Watts—650 Kilocycles
Clear Channel—NBC Affiliate

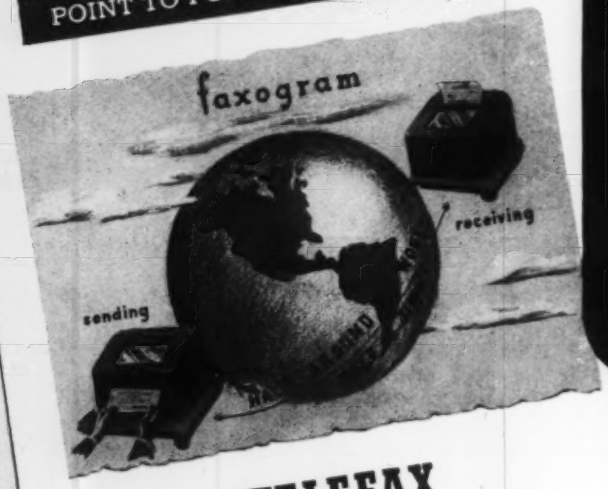
Edward Petry and Company • *National Representatives*

self-synchronizing

finch facsimile

World's Fastest and Most Accurate *Communications Equipment*

POINT TO POINT (Mobile or Stationary)



TELEFAX

the "Instant Courier"

With Finch Facsimile equipment ("Telefax"), illustrated and written messages called Faxograms can be sent at great speed between any two points that can be connected by radio or wire. These points may be stationary (as between factory and office) or mobile (as between ship to airplane or station to patrol car). Anything or everything that can be printed, drawn or written on a sheet 8½" x 11" can be transmitted by radio in two minutes or by wire in four minutes.

BROADCAST

AIR PRESS

TELEFAX ILLUSTRATED NEWS

Pictures and printing broadcast to homes

With Finch Facsimile equipment, illustrated printed matter such as newspapers or magazines can be sent by radio to homes. Stations are now being licensed to render this service. Home recorders and recording paper will be moderately priced. Broadcasts will include all news and features such as cartoons, market reports, photographs, and maps besides illustrated and printed advertisements. In one hour, the equivalent of more than twenty pages of tabloid size can be transmitted and received.

For Full Information write to:

FINCH
TELECOMMUNICATIONS, Inc.
Passaic, N. J., U. S. A.
(N. Y. Office, 10 East 40 St.)

COMPLETE ENGINEERING SERVICE

DESIGN AND CONSTRUCTION

AM — FM — TELEVISION

Our Eighteenth Year

"World Wide Experience"

LT. COL. LESTER V. JOHNSON
U. S. Corps of Engineers

WILLIAM F. BEALL
Architect

KARL GERHARD
Radio Engineer

LT. COL. HERBERT L. WILSON
U. S. Signal Corps

LOUIS MARGOLIS
Electrical Engineer

JOHN S. CHAVEZ
Engineering Dept.

GEORGE T. CONRAD, JR.
Radio Engineer

EDWARD IANNELLI
Radio Engineer

A Typical Installation

HERBERT L. WILSON

Consulting Radio Engineer

Affiliate:

LESTER V. JOHNSON

Design & Construction Engineer

OFFICES: 1000 N. Seward St., *Hollywood, California*
1018 Vermont, N. W., *Washington, D. C.*
Laboratories: *Rutland, Vermont*

Welcome back to F&P,

Commander Russel Woodward!

BACK in 1934, when "Woody" Woodward began spending his week-ends sailing on Long Island Sound, little did we think that eight years later he would sail off in command of a U. S. Navy subchaser — on North Atlantic convoy duty — and leave our Vice-Presidency as deserted as a ghost ship. But that's exactly what happened on September 10, 1942 — and *stayed* happening, with various changes of duty, until *now!*

Today, however, our beloved Vice-President is back, and we've shot him right to Chicago to take over the management of that important office. The only trouble is that everybody in our New York Office, and many of the agencies and advertisers in Gotham, are pretty upset at losing Woody. However, we've already got the proof, at least so far as this lusty sailor is concerned, that "absence makes the heart grow fonder!"

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST .	
KOB	ALBUQUERQUE
KVAL	BROWNSVILLE
KRIS	CORPUS CHRISTI
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BROADCASTING

VOL. 30, NO. 4 WASHINGTON, D. C., JANUARY 28, 1946 $5.00 A YEAR—15c A COPY

FCC Denies Zenith Plea for FM Change

88-108 mc Band Will Remain In Effect

FREQUENCY MODULATION remains at 88-108 mc, tropospheric fading notwithstanding, the FCC ruled last week.

In a brief announcement released Thursday the Commission denied petition of the Zenith Radio Corp. and General Electric Co. to allocate the 44-50 mc band to FM in addition to the 88-108 mc band in order to provide a better rural service. Two days of hearings were held on the petitions [BROADCASTING, Jan. 21], with industry engineers substantially in agreement on measurements made at Deerfield, Ill., by the Zenith Corp. and those at Andalusia, Pa., and Princeton, N. J., by the FCC.

It will be a week or 10 days before the Commission issues its formal opinion, setting forth the reasons for denying the petition. It was understood, however, that the FCC felt that FM in the 88-108 mc region would provide ample service for some time to come. Emergency services allocated to the 42-50 mc band and the reservation of 44-50 mc for television Channel 1 also are understood to have played an important part in the decision.

Meanwhile FM will continue in the present band as well as the new one. The transition will be gradual, with the Commission permitting transmission on the old band until such time as there are sufficient sets in the high band to assure service. Already some 20 stations are operating in the new band, FCC records indicate, although the steel strike is expected to delay the transition considerably, should it continue.

Several manufacturers are going ahead with plans to turn out two-band FM receivers, to provide service to customers pending complete changeover. One manufacturer will place converters for old 42-50 mc band sets on the market in February. Despite FCC Chairman Paul A. Porter's letter to Ray C. Cosgrove, president of the Radio Mfrs. Assn., last summer to the effect that the Commission "might well consider" terminating FM in the old band immediately should manufacturers make two-band receivers, it was understood the FCC has no intention of taking any such action.

The FCC originally set Jan. 1 as the goal for transition to the new FM band. Delays in manufacture of transmitters and sets—a big part of which was blamed on OPA controls—plus several other obstacles prevented attainment of that target. Now, it is learned, the Commission plans to set no date, but rather to make the changeover on a gradual basis.

Following its decision to deny the Zenith and General Electric petitions, the FCC is expected to insist that construction get underway immediately on stations conditionally granted for the new band. Norman E. Wunderlich of Federal Telephone & Radio Corp., testifying Jan. 19, told the Commission that less than 1% of the prospective broadcasters holding conditional construction permits have ordered transmitters.

He urged the FCC to do away with the 90-day grace allowed by the Commission to file engineering data. That lag serves to delay FM in the new band, he said.

Steel Strike Important

The steel strike is expected to play an important part in whether FM will get moving at an early date in the new band. It was pointed out that with the steel industry shut down, there will be a dearth of antenna towers.

Regardless of delays by strikes or other barriers, however, the FCC will not change its original allocation of 88-108 mc for FM.

During two days of hearings on the Zenith petition engineers expressed general agreement on these points:

(1) Actual measurements do not bear out predictions set forth in Norton's curves. (FCC Standards of Good Engineering Practice are based on Norton's curves).

(2) Field intensity in the 40-mc band is "more steady" than in the 80 or 100-mc band.

(3) Tropospheric fading makes for a strong signal at 100 mc in the morning and late afternoon

(*Continued on page 91*)

One of Our Boys Shoots the Moon

HE'S ONE of "our boys"—that young fellow, Jack DeWitt, who shot the moon by radar.

Lt. Col. John Hibbett DeWitt Jr., who was responsible for the first contact with the celestial body by radar, is well-known in radio as the chief engineer of WSM Nashville.

A radio "ham" since he was in knee pants, Jack has been in commercial broadcasting since 1922, when, as a lad of 16, he built Nashville's first station.

Announcement Friday of the scientific achievement which makes Jules Verne's wildest flights look amateurish, had radio folk groping for practical application of the 2.4 second radio roundtrip covering nearly half a million miles. It was generally agreed the discovery will have great military, strategic and scientific value. Ultimate results might be detailed topographical mapping of distant planets and—in warfare—detection of superstratospheric missiles which might grow out of the V-bomb technique developed by the Nazis during the last war. These, however, reached an altitude of only 60 miles. The distance to the moon which was penetrated by Army radar is an estimated 240,000 miles.

Maybe it will answer the sunspot cycle enigma. Television and FM operate in those high-frequency ranges and it's conceivable that moon-radar may solve some of their propagation antics.

The official announcement was made in New York at the annual dinner of the Institute of Radio Engineers Friday by Maj. Gen. George L. Van Deusen, chief of the Engineering & Technical Service, Office of the Chief Signal Officer. The War Department in Washington simultaneously released a statement. Col. DeWitt himself was interviewed in New York.

Col. DeWitt

Jack DeWitt, a modest, soft-spoken southerner, will be 40 on Feb. 20. Practical engineering has been his vocation and the scientific end an avocation. He has dabbled in astronomy since he was 26 and has a well-equipped laboratory at his Nashville home. He is responsible for many innovations in transmitter and antenna design.

Col. DeWitt had four associates in his moon-shooting job. The first signal was sent out Jan. 10 from the Evans Signal Labs. at Belmar, N. J., a Signal Corps establishment. A radar impulse was beamed straight at the moon on a standard radar frequency of 112 mc. It bounced back 2½ seconds later, and was detected on a specially-designed oscilliscope. Col. DeWitt had improvised a standard wartime Signal Corps radio transmitter known as SCR-271. It was of 3 kw but through a specially-designed antenna, it had a gain of 200 and had effectiveness of about 600 kw. The strength of the reflected signal was about 3 w.

Here are some of the salient facts released by Maj. Gen. Harry C. Ingles, Chief Signal Officer, in Washington:

The Signal Corps has been studying the problem of reaching other celestial bodies with radar for several years (Jack DeWitt himself had failed in an attempt in 1940).

Radar pulses, like radar waves, travel at the speed of light—186,000 miles per second. A transit time of about 2½ seconds was required for the pulse to surge from the earth to the moon and for echoes to travel back.

Scientists had never before been certain they could project radio waves beyond the earth's atmosphere, nor had they ever succeeded in generating sufficient energy in the very high frequency band to obtain this range of nearly half a million miles.

Moon-radar marks the first time that scientists have known with certainty that VHF radio sent from the earth can penetrate the electrically-charged ionosphere which encircles the earth and stratosphere. The several layers of the ionosphere

(*Continued on page 85*)

Broadcasters Invited to NARBA Meet

Jett Named Chairman; Sessions Begin Feb. 4

COMMISSIONER E. K. JETT of the FCC will head the U. S. delegation at the North American Regional Broadcast Engineering Conference which opens Feb. 4 in Washington, and Harvey B. Otterman, assistant chief, State Dept. Telecommunications Division, will be vice chairman. They will preside at the Conference, which is open to broadcasters.

First session is called for 11 a.m. in the Dept. of Commerce Auditorium, 14th St. N. W. between Constitution Ave. and E St. Following the opening plenary session, meetings will be held in offices of the FCC, Pennsylvania Ave. at 12th St. N. W.

Representatives of U. S. broadcasting are invited to participate as observers throughout the Conference, the State Dept. announced Friday. Industry representatives from other countries also are expected to attend. To aid in arrangements for the meetings, those who plan to attend are requested by the State Dept. to notify Miss Frances W. Simpson, Telecommunications Division, State Dept., 1818 H St. N. W., Washington, no later than Feb. 2.

"In this connection," said a State Dept. release, "it is desirable that persons who plan to attend identify themselves by office or position and if attendance is in a representative capacity, the identity of the persons or organization in whose behalf they will attend."

Agenda will consist of proposals on behalf of each of the signatory countries to the North American Regional Broadcast Agreement, which expires March 29. Various subjects of technical character designed to improve service in each country as well as to minimize interference between countries also will be discussed.

Cuba has filed demands for some 20 additional channels, including four clear channels below 1000 kc. The Bahamas seek protection on 640 kc. It is hoped that an interim agreement will be worked out at the Conference to extend NARBA for two years. Informal meetings between U. S. and Cuban representatives in Havana a fortnight ago [BROADCASTING, Jan. 21] are expected to pave the way for amicable settlement of international interference problems.

Countries to be formally represented at the Conference opening Monday are, besides the U. S., Canada, the Bahamas, Cuba, Dominican Republic, Haiti, Mexico and Newfoundland. The British Government has indicated it will send observers on behalf of other British possessions in the North American region and it appeared likely late last week that observers may attend from the Central American Republics and Panama.

K. Neal McNaughten, engineer in the Treaty Section, International Division, FCC, and acting chief, Standard Allocations Section, will be secretary of the conference, with Miss Simpson as assistant. U. S. delegates in addition to Messrs. Jett, Otterman, McNaughten and Miss Simpson will be:

George P. Adair, FCC chief engineer; Rosel H. Hyde, FCC general counsel; Donald R. MacQuivey, State Dept. Telecommunications. This delegation will be assisted by members of the FCC and State Dept. staffs. The Conference is expected to last two weeks or more.

Russell Appointed

DAVE RUSSELL becomes program director of KFDM Beaumont, Tex., effective Feb. 1. Regional head of station relations of OWI from 1942 to October 1945, he has since been working with the Dallas County Victory Loan office. In 1937 he joined WRUF Gainesville, Fla., going from there to WFAA-KGKO Dallas. He later was associated with Rogers & Smith Adv., Chicago, and with KRLD Dallas.

Carnation on NBC Day

CARNATION Co., Milwaukee (Carnation Milk), enters daytime radio April 1 with sponsorship on NBC of *Lone Journey* drama serial in Mon.-Fri. 10-10:15 a.m. period. To originate from New York, program was formerly under sponsorship of Procter & Gamble Co., Cincinnati, until 1943. Contract for 52 weeks was placed through Erwin, Wasey Co.

Cole on MBS

COLE MILLING Co., Chester, Ill., which has used spot radio in the past, has contracted through J. Walter Thompson Co., Chicago, for sponsorship of Smilin' Ed McConnel over approximately 100 MBS stations. Program is to begin Feb. 23, 10:30-11 a.m. (CST), originating from KHJ Los Angeles. Omega Flour is product to be advertised.

Revised Lea Bill Goes to House This Week; Foes Open Attack

A CAMPAIGN to defeat the Lea bill (HR-5117) to curb James Caesar Petrillo and the American Federation of Labor is reported underway. The bill was ordered reported out by the House Interstate & Foreign Commerce Committee last Wednesday, by a 14-5 vote, with one amendment to the revised version which Rep. Clarence F. Lea (D-Cal.) introduced Jan. 14 [BROADCASTING, Jan. 21]. It will be formally reported to the House this week.

The bill as published in the Jan. 21 BROADCASTING stands except for the penal clause. Instead of making violations a felony, the committee adopted an amendment to make the punishment $1,000 fine or one year in prison, or both—the statutory limit for misdemeanors. Previously it provided a $5,000 fine and two years in prison.

Because of widespread interest in the AFM's most recent demands on the networks and broadcasters, particularly with reference to the ban on foreign music except that originated in Canada, the Rules Committee is expected to give the Lea bill a rule shortly after it goes to the House floor. Passage also is expected, although it was freely predicted that an amendment to make violations a civil rather than criminal offense would be offered on the floor.

It was understood that the adopted amendment, proposed by Rep. Alfred F. Bulwinkle (D-N.C.) was a substitute for the civil penalty clause. The anticipated amendment would provide that a violator would be denied any rights or privileges guaranteed under other Federal statutes. There would be no fine or jail sentence.

Rep. Vito Marcantonio (AL-N.Y.) and Rep. George G. Sadowski (D-Mich.) opposed the bill on the ground that it would outlaw legitimate strikes. Other members pointed out, however, that the measure was designed to prevent strikes for "unlawful" demands and would not interfere with collective bargaining nor with a strike for "legitimate" reasons. Rep. Marcantonio's amendment to strike certain phrases was defeated.

Rep. Charles A. Halleck (R-Ind.) introduced an amendment to eliminate the jail sentence but that also was defeated.

Drawn for BROADCASTING by Sid Hix

"It's one of them station transfer deals."

Editorial Breaks

SUPPORT by WWDC Washington of campaign to win suffrage for District of Columbia residents is being expressed concisely in outlet's station breaks: "This is WWDC in voteless Washington."

Cowles Asks Color Video Frequency

Application Says Firm Would Utilize Advances

EXPERIMENTAL color television station operating on high frequencies is sought by Cowles Broadcasting Co., operating WOL Washington, in an application for CP filed Thursday at the FCC. It is the first color video project for the nation's capital. Television channel would be in the 485-600 mc band.

The Cowles application says the company desires to demonstrate advantages of high-definition video in view of the "obsolescence of the low-definition monochrome television based upon prewar technical developments", and points to radio advances made during the war.

An experimental application is planned as the first step in developing a sound engineering base for the service, after which regular broadcast video service utilizing new technical advances is proposed. Operation is to start next autumn. Cowles will use the CBS color system, with Westinghouse transmitting equipment and General Electric receivers.

Cowles also filed application for an experimental facsimile station in Washington, to demonstrate electronics distribution and delivery of printed news.

Radio's Weekly Payroll Up 19% in Year

FCC Says Average Wage Is $65.40, Up 8%

RADIO'S WEEKLY payroll continues on an upward trend, with a 19.5% increase reported for the week of Oct. 14, 1945, over the week of Oct. 15, 1944, according to the annual FCC Employe and Compensation Report, issued last Thursday. Weekly payroll was $1,922,941 as compared to $1,615,126 in 1944.

Commission figures covered fulltime employes for nine networks and 876 stations. Last year the employment data were for eight networks and 834 stations. A supplemental report on parttime employes will be released later.

Average Wage $65.40

Average wage, including executive personnel, was $65.40, an increase of 8% over the $60.52 figure for 1944. Average wage, excluding executives, was $57.97, a rise of 7.6% over 1944, while executives earned an average of $125.08, as compared to $112.63 in 1944, an increase of 11%.

As compared to other professions, radio's wages again top the list, except for the California motion picture industry. Annual figures of the Bureau of Labor Statistics show that broadcasting's average wage increase was twice that of the newspaper-periodical and telephone industries. Average weekly wage in the newspaper and periodical field in November 1945 was $52.28, an increase of 4% over the $49.96 average of 1944. In the telephone industry the average wage was $41.89, a 4% increase over the 1944 figure of $39, while the telegraph workers averaged $36.89, an increase of but 26 cents or 0.7%.

Manufacturing dropped 14% from $46.94 in November 1944 (a war year) to $40.89 in November 1945 (early reconversion period). That drop was attributed to strikes and the letdown from war work.

The motion picture industry of California showed an average weekly wage of $85.37 in November 1945, as compared to $74.71 in November 1944, an increase of 14%. This does not include executives and professionals (stars).

With the war's end prior to the latest FCC employment data, indications were that the influx of returning veterans already was being felt. Radio's total employment increased from 26,688 in October 1944 to 29,405 in the same month of 1945, a rise of 10%.

Average wage increases likewise were more or less steady, although executives of nine networks and 10 key stations (reported in one group) showed the greatest average salary increase, 19%, reaching $248.92. Down the line, however, average weekly earnings ran from 6 to 10% higher than the year before.

Network staff musicians (all members of the American Federation of Musicians) averaged $137.58 weekly in 1945, an increase of 6.4% over 1944. That salary exceeded all other personnel on the networks' payrolls except top executives. Even network salesmen—usually well-paid—earned less than the musicians. Their average was $136.76. The networks employed 559 fulltime staff musicians in the week of Oct. 14, 1945, as compared to 551 in 1944.

UPWARD TREND in radio's payroll continues, FCC figures show, with latest weekly aggregate salary $1,922,941 for week of Oct. 14, 1945, increase of 19.5% over similar period in 1944. Aside from California movie industry, radio leads all other professions in average weekly wages. Employment increased 10% over October 1944 for total of 29,405 fulltime employes. Average weekly wage was $65.40, up 8% over previous year.

Staff musicians of the 866 stations didn't fare so well, although they, too, earned more money in 1945 than in 1944. Their average weekly wage was $62.22, an increase of 5.9% over 1944. The independent stations employed a total of 1,661 musicians.

Indications that both the networks and stations are thinking heavily of programs was seen in the sharp rise in average salaries of program executives. For the nine networks, including 10 key stations, program executives ranked second to general managers in average salary. The figure was $246.16 weekly, an increase of 38.6% over 1944, when the average salary was $177.55. For 866 stations (other than network keys) the average salary for program executives was $82.02 in October 1945, a rise of 13% above the 1944 figure of $72.45.

Network commercial executives rated a 37% increase for an average salary of $226.18, while for the 866 stations the commercial executives jumped from $110.61 in October 1944 to $128.73 in the same month last year, a 17% increase.

General managerial executives of networks and 10 key stations again led the list of salaries, averaging $443.72. There were 53 such executives. This compares to $415.18 for 51 executives the previous year, for eight networks and 10 key stations. Average salary for general managerial executives of 866 other stations was $159.36, with 1,023 executives reported.

Average wage of non-executive network employes was $70.16, an increase of 6.6% over the same period of 1944. Total network average salary was $76.32 for 6,887 employes, including executives.

Only reduction in average earnings was shown in program and commercial personnel other than classified employes. Overall average figure was $49.54 in October, 1945 as compared to $50.95 in 1944 for unclassified program personnel. Commercial personnel other than outside salesmen and promotion and merchandising dropped from an average of $41.24 in 1944 to $39.62 in 1945. The reduction was in the networks' payroll, however. Same personnel in the 866 stations showed small increases, with the station average for unclassified program personnel at $44.86, as compared to $42.45 in 1944, and unclassified commercial personnel, $41.61 in 1945 and $40.11 in 1944.

Here's the way radio's overall salary status was for the nine networks and 876 stations during the week of Oct. 14, 1945, as compared to reports from eight networks and 844 stations for the week of Oct. 15, 1944:

Executives—General managerial, $173.36, up 9%; technical, $83.40, up 10%; program, $92.30, up 14.8%; commercial, $138.80, up 17%; publicity, $101.96, up 13%; other, $96.88, up 13%.

Non-executives; Technical—Research and development, $86.50, up 14.7%; operating, $56.22, up 7%; other, $40.62, up 6%.

Program—Production, $62.49, up 5.6%; writers, $43.24, up 10.8%; announcers, $27.79, up 13%; staff musicians, $81.20, up 6%; other artists, $76.90, up 14%; other, $49.54, down 2.9%.

Commercial—Outside salesmen, $106.56, up 7%; promotion & merchandising, $56.29, up 11%; other, $39.62, down 4%.

Of the 29,405 fulltime employes listed, 22,518 were employed in 866 stations and 6,887 by networks and 10 key stations. In a comparable period of 1944, eight networks and 10 key stations employed 6,236, while 834 other stations carried 20,452 on the payroll.

Procedure Modified

FCC last week repealed extensive identification requirements for both commercial and amateur radio operators or applicants. Order 75 required holders of operators' licenses to submit responses to questionnaires, fingerprints and citizenship documents. New order eliminates all except submission of fingerprints on FCC Form 735-A.

FULL-TIME EMPLOYES FOR THE WEEK BEGINNING OCTOBER 14, 1945

Class of employes (1)	Total 9 networks and 876 stations: Number (2)	Compensation (3)	Average (4)	9 networks including 10 key stations of nationwide networks: Number (5)	Compensation (6)	Average (7)	866 other standard stations: Number (8)	Compensation (9)	Average (10)
Executives:									
General managerial	1,076	$186,540	$173.36	53	$23,517	$443.72	1,023	$163,023	$159.33
Technical	655	54,626	83.40	30	4,712	157.07	625	49,914	79.86
Program	607	56,025	92.30	38	9,354	246.16	569	46,671	82.02
Commercial	484	67,177	138.80	50	11,309	226.18	434	55,868	128.73
Publicity	156	15,905	101.96	30	4,999	166.63	126	10,906	86.56
Other	276	26,738	96.88	36	5,103	141.75	240	21,635	90.15
Total, executives	3,254	407,011	125.08	237	58,994	248.92	3,017	348,017	115.35
Employes (other than executives):									
Technical:									
Research and development	143	12,369	86.50	51	5,164	101.25	92	7,205	78.32
Operating	5,207	316,068	60.70	1,052	79,568	75.63	4,155	236,500	56.92
Other	299	12,144	40.62	94	3,086	32.83	205	9,058	44.19
Program:									
Production	1,320	82,483	62.49	512	36,626	71.54	808	45,857	56.75
Writers	1,236	59,246	47.93	165	12,660	76.73	1,071	46,586	43.50
Announcers	3,787	218,847	57.79	186	14,322	77.00	3,601	204,525	56.80
Staff musicians	2,220	180,260	81.20	559	76,909	137.58	1,661	103,351	62.22
Other artists	1,764	135,658	76.90	816	74,760	91.62	948	60,898	64.24
Other	1,514	75,004	49.54	547	31,625	57.82	967	43,379	44.86
Commercial:									
Outside salesmen	1,451	154,622	106.56	180	24,617	136.76	1,271	130,005	102.29
Promotion and merchandising	798	44,923	56.29	525	31,324	59.66	273	13,599	49.81
Other	626	24,805	39.62	385	14,776	38.38	241	10,029	41.61
General and administrative:									
Accounting	1,203	50,063	41.62	353	14,970	42.41	850	35,093	41.29
Clerical	1,328	41,866	31.53	321	12,363	38.51	1,007	29,503	29.30
Stenographic	1,422	46,787	32.90	240	8,166	34.03	1,182	38,621	32.67
Other	1,339	44,494	33.23	618	22,724	36.77	721	21,770	30.19
Miscellaneous	494	16,291	32.98	46	2,934	63.78	448	13,357	29.81
Total, excluding executives	26,151	$1,515,930	$57.97	6,650	$466,594	$70.16	19,501	$1,049,336	$53.81
Total, including executives	**29,405**	**$1,922,941**	**$65.40**	6,887	$525,588	$76.32	22,518	$1,397,353	$62.05

Prepared by Accounting, Statistical and Tariff Department, January 22, 1946.

Electronic Progress Shown at IRE Meet

Goldmark Talks On High-Power Video

HIGH-POWER, high-definition, ghost-free, full-color television transmission in the ultra-high frequencies is now an accomplished fact, Dr. Peter C. Goldmark, director of engineering and research development for CBS, told the 1946 midwinter technical meeting of the Institute of Radio Engineers.

Held Wednesday through Saturday at the Hotel Astor, New York, meeting had a total registration of approximately 5,000, topping all previous attendance records. Also an all-time high was the number of technical papers—87—read during the five-day meeting.

Return to Research

Others highlights were the banquet Thursday, at which Dr. Frank B. Jewett, president of the National Academy of Sciences, urged the end of wartime scientific regimentation for applied science and a return to "serious research in fundamental science", and the president's luncheon Friday, honoring incoming IRE president Dr. Frederick B. Llewellyn, consulting engineer of Bell Telephone Laboratories at which FCC Chairman Paul Porter made the main address. Edgar Kobak, MBS president, was toastmaster at the banquet; R. J. Rockwell, engineering director of the broadcasting division of Crosley Corp., presided at the luncheon.

Reporting on tests of the transmitter manufactured for CBS by Federal Telephone & Radio Corp., whose engineers completed the installation in the Chrysler Tower, New York, on Jan. 15, Dr. Goldmark said it is "of commercial design" and not a laboratory model.

Operating on 490 mc, with a 10 mc band width and with only a temporary antenna, the new transmitter is radiating a picture signal as strong as that of the most powerful video station in New York on the lower frequencies, and with 1/5th the power, he said, stating that with the new antenna now being installed the transmitter will radiate a signal five times its present power.

The pictures were received on sets designed and built by CBS engineers, using as receiving antennas adjustable parabolic reflectors 6 feet long and 18 inches high, accepting only the desired signal and screening out the unwanted ones.

In addition to freedom from reflections from buildings, the pictures are not affected by diathermy, auto ignition or other man-made interference, which do not penetrate the ultra-high frequencies, Dr. Goldmark said.

Four other CBS engineers spoke. James J. Reeves described equipment and method used to broadcast color films. Kurt Schlesinger discussed the single carrier wave. Robert Serrell described the ultra-high frequency video transmitter and antenna, and the 6C-22 tube developed by Federal during the war, in which as L-600-M it played a major part in counter radar activities. Harold T. Lyman described the two receivers developed by CBS for ultra-high frequency, high-definition full-color reception, a 10-inch direct viewing model and a projection set providing a picture 15 x 21 inches.

Other New Developments

Norman Young, engineer in charge of television development for Federal, spoke on technical details of the CBS transmitter.

Papers were presented by four RCA engineers. O. H. Schade discussed electro-optical characteristics of video systems, pointing out that for color transmission the pickup tube in the home would have to be 35 to 40 times as efficient as for black-and-white pictures.

How a gain of about 50% in light efficiency of video receiver tubes has been secured through coating the back of the luminous surface of the tubes with a layer of aluminum was described in a paper prepared by D. W. Epstein and Louis Pensak, and read by Mr. Pensak.

A similar film is part of the RCA 5TP4 projection Kinescope, which will soon be commercially available for de luxe home receivers, L. W. Swedlund reported. Albert Rose read a paper prepared with D. K. Weimer and H. B. Law on development of the Image Orthicon, ultra-sensitive video camera tube introduced last fall by RCA. The tube was demonstrated.

Proper place in the spectrum for FM got another going over Thursday morning at an IRE technical session. C. W. Carnahan, of Zenith Radio Corp., reported on tests by his company and by the FCC on 40-50 mc and the new 88-108 mc band [BROADCASTING, Jan. 21], concluding that rural service in the

(*Continued on page 84*)

Early Action Seen on First TV Cases

By JACK LEVY

THE CHOICE four of the six applicants competing for the prize television frequencies in the nation's capital may be decided within a month.

This prospect developed last week following three days of hearings before FCC Chairman Porter to consider applications for Washington stations, which are being planned as originating points for televising public affairs programs to eastern and, eventually, national networks.

Successfully carrying out a sharply streamlined procedure which enabled him to hear cases in record speed, Chairman Porter promised the applicants he would endeavor to obtain a "prompt" decision. Cooperating toward this end, all applicants waived the privilege of filing proposed findings, a procedure usually requiring 20 days.

The hearings, first to be held on television, are expected to set the pattern for consolidated proceedings which will be necessary to select licensees in about a dozen large cities.

Handling cases at an average rate of three hours per application, Chairman Porter limited direct and cross examination by counsel for the various applicants to the barest essentials. No one, however, was denied opportunity for bringing out pertinent facts. The big saving in time, which reduced by half the number of days originally set aside for the hearings, was accomplished by agreement to dispense with oral testimony on matters covered by exhibits introduced into evidence, such as financial qualifications of applicants, but to allow questioning of data. The procedure established a precedent in broadcast hearings.

At the close of the hearings, Chairman Porter expressed appreciation for the expeditious manner in which counsel for the various applicants presented their cases. When he reminded them they had the privilege of filing proposed findings, although he preferred this to be waived to facilitate a prompt decision, each stipulated he would forego the procedure.

From the speed with which the hearings were handled and from questioning by Chairman Porter and FCC Counsel Harry M. Plotkin, it was indicated that the Commission intends to move fast in selecting the first commercial television licensees for the U. S. Time and again, witnesses were asked how soon stations could begin service once authority was granted.

Aside from the Commission's obvious desire to get television started as soon as possible, the hear-

(*Continued on page 86*)

FROM THE SIX applicants represented by these officials at the FCC hearings last week, four will be chosen to operate commercial television stations in the nation's capital. Gathered in this group at the close of the first day's sessions to consider television applications are (l to r): Kenneth H. Berkeley, manager, WMAL; Ben Strouse, manager, WWDC; Carleton D. Smith, manager, WRC (for NBC); Ernest Loveman, vice president of Philco Radio & Television Corp. in charge of television; Dr. Allen B. Du Mont, president, Allen B. Du Mont Labs. Inc.; Alfred J. McCosker, chairman of the board, Bamberger Broadcasting Service Inc.

Iowans who "listen most" to WHO *buy 5 times more* SHAVING ACCESSORIES *than those who "listen most" to any other station!*

(. . . there's 5 times as many of 'em!)

YES, that headline is correct, *because five times more Iowa people select WHO as their favorite station* than any other station heard in Iowa!

This decisive preference was proved again in 1945 by the 1945 Iowa Radio Audience Survey. *The actual daytime figures are 55.4% for WHO, against 10.7% for Station B,* and only 30.2% for all others combined!

Certainly there must be good reasons for such preference. High power? *Yes.* Clear Channel? *Yes.* But even more important is the vastly superior programming provided by NBC *plus* Iowa's (and one of the nation's) largest staff of talent, producers, writers, musicians, music arrangers, farm specialists and news commentators. Write us for all the facts—ask Free & Peters—or check with anybody in Iowa!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

Tug on the Reins . . . . . *An Editorial*

HOW FAR can the FCC go in regulating broadcasting?

These columns have sagged beneath the weight of words of protest against the chipping away at radio's freedom. For 15 years this has gone on—since the first issue of this publication. Betimes we have been accused of calamity-howling, of protesting too much.

The answer is evident in what has happened. Regulatory measures never dreamed of have been invoked by the Federal Radio Commission and its successor FCC. The thought implicit in the Radio Act of 1927, and carried over into the Communications Act of 1934, that the FCC is restricted to regulation of the physical aspects of broadcasting, is almost as extinct as the dodo.

Because power begets power, administrative agencies inevitably go too far. That happened quite recently in the Ashbacker case, in which the Supreme Court overruled the FCC because it had granted one application for a broadcast facility without a hearing and had designated the other for the same facility for hearing.

It happened again last week in the WOKO case. The U. S. Court of Appeals for the District of Columbia, reversed the FCC's proposed cancellation of the station's license as a punitive measure, because minority ownership of the station had been concealed. The court held the Commission acted arbitrarily in proposing to delete a station when the record shows the station consistently has rendered reasonably satisfactory service to its listeners.

The lower court's majority held that the "guiding star" of the Commission concerning the issue of a station license or a renewal thereof is fixed by the statute as the service "in the interest, convenience or necessity of the public." The Act, the court said, does not give the Commission any "punitive jurisdiction." Such violations as evidenced in the WOKO case, the court declared, are to be punished by the imposition, after conviction, of the heavy fines provided in the Communications Act.

The court's opinion is of transcendent importance because it straightens out the Commission on the limit of its authority. The court tells the Commission that it can't use its licensing power to regulate radio; that where there is wrongdoing there's a legal way under the criminal statutes.

Logically stemming from this opinion is something beyond mere cases of "hidden ownership" or failure to report transfers. It means that the FCC can't threaten licensees with revocation. In the past there have been charges of intimidation, coercion, and even of regulation by the "lifted eyebrow."

There are some 300 standard stations now on temporary renewal and have been for many months. The FCC is looking into their program structures and the ratio of commercial to non-commercial. These inquiries are not the result of complaint from the public. All of the stations feel that they are under a cloud. There are reported instances where FCC counsel have told licensees that their renewals will go to hearing unless they agree to alter the schedules to provide for a greater proportion of unsponsored programs.

Would these temporary renewal cases fall within the WOKO concept that the FCC can't use its licensing power to punish stations? We think they would.

Two new members of the Court agreed on the majority opinion—Justice Wilbur K. Miller, who wrote it, and Justice Barrett Prettyman. Chief Justice Groner dissented, holding that while the drastic order, terminating the life of the station "punishes the innocent equally with the guilty," he nevertheless felt the Commission had the authority. Justice Groner has been sitting in judgment on FCC cases for 15 years too, and has witnessed the metamorphosis in regulation. Justices Miller and Prettyman had their radio baptism with the WOKO case and were called upon to interpret the Communications Act for the first time.

The FCC unquestionably will try to take the case to the Supreme Court. The judgment of the highest tribunal will be anxiously awaited.

High Court May Decide FCC Power

U. S. Court of Appeals Reverses Commission In WOKO Case

REVERSING the FCC in its refusal to renew license of WOKO Albany, U. S. Court of Appeals for District of Columbia, in decision handed down last week, rebuked the Commission for what it termed "arbitrary" action, held that public interest must be prime consideration in renewals and that the Commission can't jeopardize a licensee's investment unless there are "compelling reasons." Appeal to Supreme Court by Government is likely.

THE SUPREME COURT probably will be asked by the Government to determine whether the FCC has authority to refuse to renew a license because of concealed minority stockholdings despite the fact that evidence indicates a licensee is serving in the "public interest, convenience and necessity."

Justice Miller

In a 3-2 decision last week the U. S. Court of Appeals for the District of Columbia reversed the FCC in the WOKO Albany renewal denial, held the Commission acted arbitrarily and verbally "spanked" the regulatory body for assuming punitive powers.

FCC Chairman Paul A. Porter said that while no decision had been reached it appeared likely the Dept. of Justice would be asked to petition the Supreme Court for a writ of certiorari. Meanwhile, the Commission on its own motion Wednesday extended temporary authorization for WOKO to March 30, pending final outcome of the case.

Justice Wilbur K. Miller, who wrote the majority opinion—his first radio decision— cited an opinion by former Justice Justin Miller, now NAB president, in the Yankee Network case. Judge Justin Miller held that licensees must be protected from arbitrary action of the Commission. Justice E. Barrett Prettyman concurred with Justice Miller. Chief Justice D. Lawrence Groner dissented.

The opinion—the second court decision in two months to reverse the Commission—held that the FCC's action would result in "disestablishing an established and satisfactory radio station" and would impose on its corporate owner "the entire loss of its good will and the serious impairment of the value of its capital assets."

Chief Justice Groner, although holding that the Commission is authorized by Congress to reject a license for renewal, found that the action nevertheless "punishes the innocent equally with the guilty" and that the WOKO action was "contrary to the Commission's action in several other comparable cases."

"The broad scope of authority, or standard of action, established by the Communications Act is that public interest, convenience and necessity must be served," the majority opinion held. "Within that frame work the administrative agent is free to exercise its expert judgment; it cannot act unconstitutionally, for neither could its principal, the Congress, and the stream cannot rise higher than the source; it must proceed within the scope of the authority granted to it, that is to say, it must observe the standard established; and it cannot act arbitrarily or capriciously."

That "public interest, convenience, or necessity" is a broad term difficult of definition is implied in Justice Miller's comment: "It would be difficult, if not impossible to formulate a precise and comprehensive definition of the term 'public interest, convenience, or necessity,' and it has been said often and properly by the courts that the facts of each case must be ex

(*Continued on page 80*)

Highlights of WOKO Decision

EXCERPTS from the majority opinion of the U. S. Court of Appeals for the District of Columbia reversing the FCC, which had refused to renew the license of WOKO Albany on hidden ownership grounds, follow:

"The broad scope of authority, or standard of action, established by the Communications Act is that public interest, convenience and necessity must be served. . . . The broad sweep of the power given to the administrative agent to proceed according to a standard which necessarily is expressed in very general and widely inclusive terms proves how pertinent was the observation of Mr. Justice Justin Miller when he said, speaking for this court, that radio station licensees must be protected from arbitrary action of the Commission in the exercise of its regulatory power."

* * *

"It would be difficult, if not impossible, to formulate a precise and comprehensive definition of the term 'public interest, convenience, or necessity', and it has been said often and properly by the courts that the facts of each case must be examined and must govern its determination."

* * *

"It is obvious that, in dealing with an application for the re-

(*Continued on page 78*)

Pepsi Renews 700

PEPSI-COLA Co., New York (beverage), has renewed schedule of spot announcements for 1946 season on approximately 700 stations throughout the country. Contract is for 52 weeks. Agency is Newell-Emmett Co., New York.

Death Valley Scotty's Palace

It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We've always had it.

This successful independent delivers more listeners-per-dollar-spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

What's This?

—Using a newspaper illustration for a radio station ad?

SURE!

—And what's more, we give our locally produced and A-B-C Network shows daily newspaper support with attention compelling display space.

—This is a PLUS WWVA service to advertisers.

●

ASK A JOHN BLAIR MAN

Basic A-B-C Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

WJBK PUBLIC SERVICE IN REVIEW

Detroit Independent Proudly Publishes Its Wartime Contributions

AS A PRESENTATION of their public service for the year, WJBK Detroit has issued an illustrated bound loose-leaf book titled, *A Review of the Public Service Activities Conducted in 1945 by Radio Station WJBK*. The *Review* covers both broadcasting and nonbroadcasting services.

Under "Public Service Activities on the Air," is included the station's work with governmental agencies, civilian and military, during and since the war, with special emphasis on the foreign language field, in which WJBK pioneered over 15 years ago. The station now broadcasts in 14 languages.

"Public Service Programs Which Do Not Involve Broadcasting" tells largely of the work of Betty Roberts, station's "household editor" and women's commentator. In addition to her quarter-hour daily broadcasts on WJBK, she spends 11 months a year lecturing before civic, business and educational groups. The twelfth month she spends in traveling and gathering material for her lectures.

Three years ago she prepared with Louis Adamic a lecture on "America Is a Tune" bringing out the foreign-born elements that have contributed to American civilization. This was followed by "Brown Study," a lecture pleading for understanding between the White and Negro races. She "discovered" and publicized Beaver Edwards, Detroit sculptor, who specializes in lifelike restoration of misfigured or missing parts of the body. Most of his work has been done for servicemen.

Her lectures have "greatly swelled the fund created to finance restorations for those who need them." Another lecture is "Uncle Sam, Medicine Man," the result of her visits to service hospitals.

The "Exhibit Section" contains photographs of combat planes financed by bondselling activities of WJBK foreign language groups, awards from Treasury Dept., charts, pamphlets, testimonials, and letters bearing on the public service work done by the station. In a pocket in the back cover are pamphlets distributed by the station, and copies of the lectures delivered by Miss Roberts.

WJBK is a 250 w independent station, on 1490 kc, owned by James F. Hopkins Inc.

Construction Underway On Twin Falls Station

CONSTRUCTION is underway on a new station in Twin Falls, Ida., authorized to Southern Idaho Radio & Television Co. Jan. 18, according to Frank C. Carmen, president of KUTA Salt Lake City, whose owners hold 50% of Southern Idaho's stock. The remainder of stock is held by Maj. Fentriss Kuhn.

Mr. Carmen predicts operations will begin within 60 days. Station will be affiliated with American and for regional programming, with KUTA. New stations are also being planned for Boise, Ida., and Butte, Mont.

Milwaukee Celebrates

MILWAUKEE'S 100th birthday will be celebrated Jan. 30 at 10:30 p.m. by an ABC show featuring such talented natives of the Wisconsin city as Hildegarde, Spencer Tracy, Pat O'Brien, Dennis Morgan and Woody Herman, it was announced last week. Mr. Tracy and Mr. O'Brien will broadcast from Hollywood. Mr. Morgan from Milwaukee, and Hildegarde and Woody Herman and his orchestra from New York.

ARNOUX IS ELECTED PRESIDENT OF WTAR

CAMPBELL ARNOUX, general manager of WTAR Norfolk, last week was elected president of the WTAR Radio Corp., succeeding Paul S. Huber, who was named chairman of the board.

Mr. Arnoux

Mr. Arnoux joined WTAR in 1934 after being chief announcer, radio editor and program director of WBAP Fort Worth, and director of KTHS Hot Springs, Ark., which he helped install. He went to WTAR from KTHS. He is NAB fourth district director and a member of the NBC stations planning and advisory committee.

Other officers of the WTAR Radio Corp. include: Frederick Lewis, vice president; Henry S. Lewis, secretary and treasurer; C. Ralph Beamon, assistant secretary.

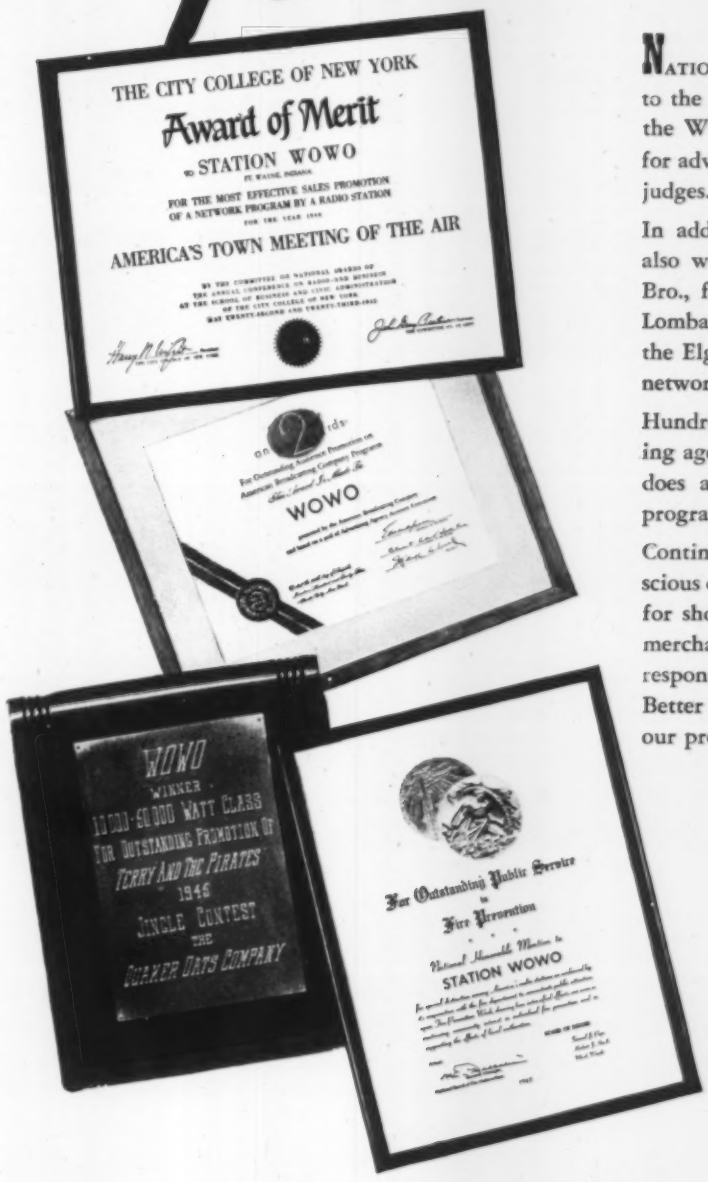
WNBZ Moves

WNBZ Saranac Lake, N. Y., has moved into new studios and executive offices in the Berkley Hotel, Berkley Square. New quarters include three offices, an audition studio, program studio and control room. Station, licensed to Upstate Broadcasting Corp., expects to file shortly for 250 w fulltime. WNBZ now operates days with 100 w on 1320 kc.

WLDS Assignment

SALE of one-third interest in WLDS Jacksonville, Ill. for $12,000 by Hobart Stephenson to his two partners, Milton Edge and Edgar J. Korsmeyer, has been approved by the FCC.

Four More!



NATIONAL RECOGNITIONS such as these (added to the eight of last year) attest the success of the WOWO plan of Promotion.. and results for advertisers substantiate the decisions of the judges.

In addition to the plaques shown, WOWO also was awarded a war bond by Larus and Bro., for promotion of a contest on its Guy Lombardo show, and an honorable mention by the Elgin Watch Company, for promoting its network show.

Hundreds of letters from clients and advertising agencies all say the same thing: "WOWO does an outstanding job of promoting our program."

Continued effort to make more people conscious of your programs.. plus many new ideas for shows.. produced locally.. with complete merchandising plans pre-tested for listener response.. that's our way of saying "Thanks." Better programs.. better promotion.. that's our promise for 1946!

•

Write for the WOWO market-analysis brochure: "Blue-Print of the Station in the Prime Location of the Nation."

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WBZ • WBZA • WOWO

WOWO FORT WAYNE

REPRESENTED NATIONALLY BY NBC SPOT SALES — EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

New Engineers Named By RCA Service Co.

RCA SERVICE Co. has appointed six regional communications engineers to handle anticipated expansion in the emergency communications field and eight engineers in radio, Victrola and television.

Regional engineers in the radio, phonograph and television field are: A. B. Chapman, Dallas; R. C. Hansen, San Francisco; H. J. Mills, Boston; R. H. Newton, Cleveland; C. R. Odden, New York; W. H. Powell, Philadelphia; B. G. Wade, Los Angeles; D. W. White, Chicago, with H. P. Laessle as national field supervisor.

Communications men include: K. C. Heddens, New York; H. M. Leighley, Atlanta; E. E. Whitacker, Cleveland; J. S. Gremillion, Dallas; M. S. Reutter, Chicago; F. C. Hartwick, Los Angeles. T. Griffin has been appointed national field supervisor of this group.

ABC Advisory Committee Meets

ATTENDING quarterly meeting of ABC's advisory committee Jan. 10-11 at New York's Waldorf Astoria were (seated, l to r): W. C. Bochman, manager, WCOS Columbia, S. C.; W. Duncan Pyle, general manager of KVOD Denver; Roger Clipp, president, WFIL Philadelphia; Edward J. Noble, chairman of the board of ABC; H. Allen Campbell, general manager of WXYZ Detroit and chairman of the committee; C. T. Hagman, general manager, WTCN Minneapolis; Mark Woods, ABC president; Harold Hough, KGKO Fort Worth-Dallas; Jack Gross, president of KFMB, San Diego. Standing (l to r), are ABC Vice Presidents Keith Kiggins, John H. Norton Jr., C. Nicholas Priaulx, Earl E. Anderson, Robert Kintner, Adrian Samish and Fred Thrower.

Your Key . . .
KGNC
—to One of the Country's Richest Retail Markets!
KGNC's an "open sesame" to one of the nation's richest retail markets . . . a market where the $900 per capita income from wheat, oil, cattle, cotton, potatoes, onions, carbon black, and many other industries is constantly circulated . . . making above-the-average prospects for your products. Unlock the door to this market through KGNC . . . the family station in the great Panhandle!
THE FAMILY STATION IN THE GREAT PANHANDLE
KGNC
AMARILLO
TEXAS
NBC
LSC
1440 KC.
5000 WATTS DAY
1000 WATTS NIGHT
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN Radio Sales

New Studios for WFEA Soon To Be Dedicated

WFEA Manchester, N. H., 5,000 w CBS affiliate, will dedicate its new studios within a few weeks, according to Melvin C. Green, WFEA general manager. The station is moving into its own downtown building after 13 years in the Hotel Carpenter. Three large completely modern studios are on the first floor, with the manager's offices, the WFEA newsroom and the office of the musical director. Programs, sales, traffic and accounting departments are on the second floor.

H. M. Bitner, station owner, and 30% owner of WFBM Indianapolis, last month filed a request with the FCC for assignment of the station license from H. M. Bitner to WFEA Inc., with no money involved [BROADCASTING, Dec. 24]. Last spring, WFEA became the first station in New Hampshire to start a full-time news service for the coverage of spot news in its listening area.

N. Y. Veterans' Office Forms Radio Division

FORMATION of a radio division of the New York office of the Veterans Administration, to be headed by Donald G. Weiss, recently discharged from the Army as a major after service with the radio department of Gen. Douglas MacArthur's headquarters, was announced last week.

Mr. Weiss, whose appointment was announced by Joseph Brechner, director of radio service for the Veterans Administration Washington headquarters, was with WRUF Gainesville, Fla., before his Army service. He plans to furnish networks and stations with a complete information service concerning activities of the Veterans Administration. Offices are at 252 7th Ave., New York.

Dinner Speakers

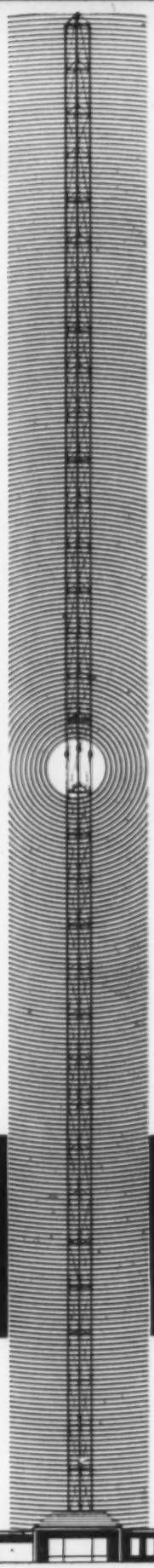
SEN. ALBERT W. HAWKES (R-N. J.) is to be principal speaker at Brand Names Research Foundation dinner Feb. 5 at Hotel Astor, New York. Other speakers include George L. Russell Jr., president, John B. Stetson Co., and chairman of the Foundation; A. O. Buckingham, vice president, Cluett, Peabody & Co., and Mary Margaret McBride, WEAF New York women's commentator. Frank Stanton, CBS president, and Niles Trammell, NBC president, are members of host committee for dinner.

Correction

IN REFERRING to a picture taken at the Clear Channel hearings, BROADCASTING in its Jan. 21 issue mistakenly identified Murray G. Crosby as "engineer associated with Dr. Edwin H. Armstrong, FM inventor." Mr. Crosby should have been identified as a partner in Paul Godley Co., consulting radio engineers, Montclair, N. J.

A New Angle in AM

Broadcasting



• WKY has pioneered one of the most important advances in AM transmission in recent years—the multiple-element antenna for low angle radiation.

WKY's radiation pattern has been squashed down to such an extent by its new 915-foot Franklin double half-wave antenna that its groundwave has been intensified 58.5% over the efficiency of a conventional quarter-wave radiator.

This means that WKY's coverage has been materially increased and its skywave minimized. Elimination of high angle skywaves furthermore eliminates the usual nighttime fading zone caused by reflection from the ionosphere.

More persons can hear WKY today than ever before. More persons ARE hearing WKY today than ever before because WKY programs are thoughtfully and imaginatively created to please most of the people most of the time. WKY's new antenna and transmission facilities involving the expenditure of nearly $250,000.00 is just one of the mechanical means of insuring both listeners and advertisers the best possible radio service in Oklahoma.

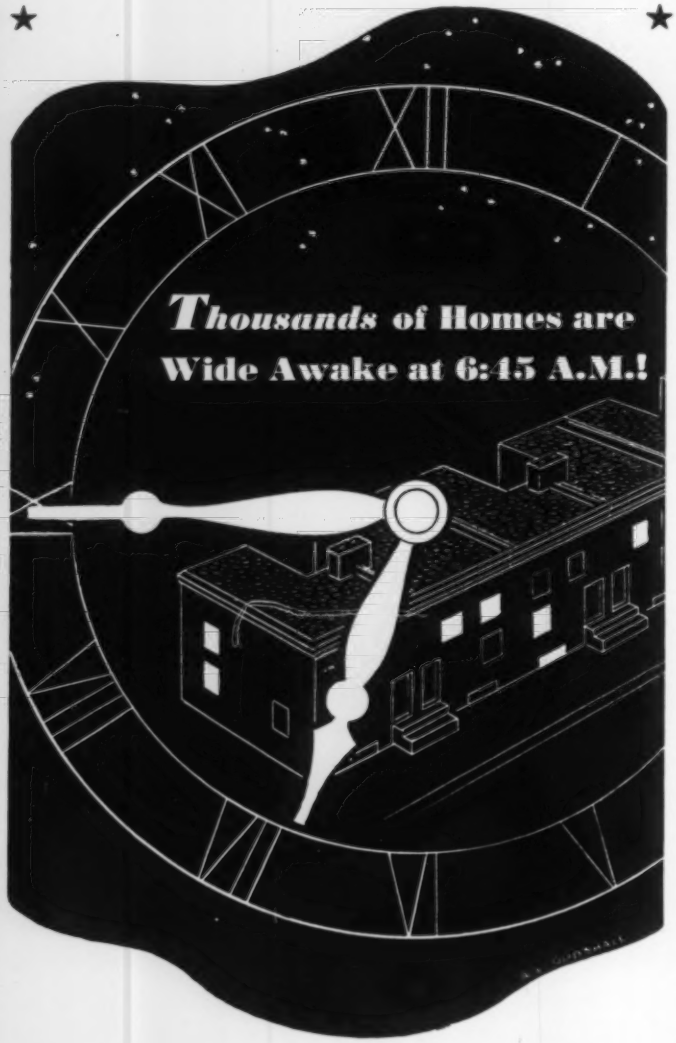
WKY

Oklahoma City

915 FEET HIGH AND MORE THAN
A MILLION LISTENERS WIDE

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO
The Daily Oklahoman and Times — The Farmer-Stockman—
KVOR, Colorado Springs — KLZ, Denver (Affiliated Mgmt.)

REPRESENTED NATIONALLY BY THE KATZ AGENCY



A new sponsor* recently signed for a thrice-weekly 6:45 to 7:00 a. m. program.

Sales were so good at the end of two short weeks that sponsor increased to *six* times weekly!

No... there are no "dead" periods on WIP!

*Name gladly furnished on request.

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

Represented Nationally by GEO. P. HOLLINGBERY CO.

TYPICAL FARMERS of 1945 chosen by WNAX Yankton, spent week in nation's capital as WNAX guests, winding up with Jan. 17 banquet at Statler. Left to right, James H. Allen, WNAX; Comr. William H. Wills, FCC; Mrs. John Oeser and John Oeser, typical farmers; Mrs. Wills; Comr. Paul A. Walker, FCC; Art Smith, WNAX.

Durr Differs Sharply on FCC Approval Of Sale of Only Station to Only Paper

SHARP disagreement with the basis on which the FCC approved transfer of WSRR, the only radio station in Stamford, Conn., to the only daily newspaper in the city, was expressed in the dissenting opinion of Commissioner Durr to the decision in the case.

Sale of the station by Stephen R. Rintoul to Western Connecticut Broadcasting Co. for $161,000 was approved last month by the Commission [BROADCASTING, Dec. 24]. Majority interest in the new licensee company is held by Kingsley A. Gillespie, one-seventh owner and general manager of Gillespie Brothers Inc., publishers of the *Stamford Advocate*.

Differs With Majority

Mr. Durr took issue with all three grounds on which the majority of the Commission granted the assignment of license: (1) that proximity to New York gives Stamford people a wide choice of stations and newspapers, (2) that the new licensee promised to enlarge the scope of the station's service to the community, and (3) that the Commission was assured the station would operate completely independent of the newspaper.

The Commissioner declared that the availability of New York newspaper and radio service is no answer "to the problem of the concentration of controls of the media of mass communication in Stamford." The local community, he added, "remains of basic importance to our way of life, and diversification in the controls of outlets of news and information at the local level is certainly of comparable importance to diversification at regional and national levels." Out-of-town radio stations, he held, cannot be expected to have any great interest in the peculiarly local problems of Stamford.

As to the majority's second ground for approval, Mr. Durr commented: "Certainly every licensee of a broadcast station should be expected to have an understanding of the desires and needs of the area he is to serve, and it is no more than his normal responsibility as a licensee to provide programs designed to satisfy those desires and needs. The assumption therefore that the assignee will merely do what every licensee should be reasonably expected to do hardly seems an adequate ground for departing from the Commission's announced policy against concentration of controls of the media of mass communications."

The assurance of the new owner that he would operate the station independent of the newspaper was "not convincing," Mr. Durr declared. "No man," he stated, "can reasonably be expected to divide his mind into two separate compartments and compete with his own social, economic, and political philosophies or his own self interest. The ultimate end of any such experiments is more likely to be schizophrenia in the individual than diversification in the informative and cultural fare presented."

Mr. Durr contended that the Commission decision in this case served to foster rather than to avoid monopoly and is not in harmony with the policy on newspaper ownership of stations issued Jan. 13, 1944. He said that other qualified purchasers could probably have been found who could meet the assignor's financial terms if public notice had been given that the station was on the market.

Charles Sill Palmer

CHARLES SILL PALMER, 60, a director of KFEQ St. Joseph, Mo., died at his home in Saranac Lake, N. Y., Jan. 20 after a long illness. He was also a director of The St. Joseph News Corp. He is survived by his widow, Mrs. Dorothy Kingsbury Fischer Palmer.

March on Congress

HALF-HOUR program by the farm department of WKY Oklahoma City will be played before the Oklahoma delegation in Congress to acquaint it with need of machinery to conserve Oklahoma's soil and produce farm crops. A delegation of officials and farmers started for Washington with the transcribed program, developed by Edd Lemons, WKY farm reporter, and state officials.

. . . of thee I sing!

Have you ever heard a group of high school boys and girls singing "America" and meaning every word of it? It's a thrill that came to thousands of radio listeners who heard WLAC's unique series of broadcasts from high schools in Middle Tennessee.

It was a "Keep Singing America" contest with emphasis on "America", and a $500 scholarship award as first prize. Its prime purpose was to enshrine, today of all times, in the hearts of those men and women of tomorrow, the thoughts and inspiration that made this song our national anthem.

Results? WLAC officials consider these programs to have built more sincere and lasting goodwill than any other public service feature they ever originated . . . and that's saying a good deal, for WLAC prides itself on its many programs "in the public interest." One high school principal, 100 miles from Nashville, put it this way, "I don't know your purpose in doing this fine thing, but it should please you to know that everybody in our city is now talking about and listening to WLAC."

WLAC
NASHVILLE

50,000 WATTS
CBS AFFILIATE

"Gateway to the Rich Tennessee Valley"

Tennessee's Governor Jim Nance McCord makes keynote address at official presentation ceremonies broadcast from prize-winner Sumner County High School, Gallatin, Tennessee.

REPRESENTED BY THE
PAUL H. RAYMER CO.

Chicago Does 30% of Network Billings

Breakdown Shows 'First Nighter' Has 11.6 Rating, 'Barn Dance' Next

By FRED SAMPLE

CHICAGO—WHICH did an estimated 30% of the gross billing of all network radio in the nation in 1945—is unable to claim a single network originated program boasting more than an 11.6 rating.

Top-rated and sole exception to the otherwise sub-standard list of network shows originating from Chicago is CBS' *First Nighter* which returned to the air last October after an absence of more than a year.

Curious commentary on *First Nighter* is that it is the only network program produced in Chicago which solicits scripts from unknown writers in its audience.

Second best program, rating wise, is WLS' *National Barn Dance*, aired over approximately 114 NBC stations, 9-9:30 p.m., CST., Saturdays. *Barn Dance*, an out-and-out hill-billy show without expensive talent and without benefit of agency producers and writers, has a rating of 9.6 against such competition as *Gangbusters* (ABC) 8.6, *Lucky Strike Hit Parade* (CBS) 13.6 and *Leave It To The Girls* (MBS-sustaining) 2.5.

CBS, which in 1945 grossed $65,724,851 [BROADCASTING, Jan. 7], placed approximately 25% through its Chicago office, yet it originates only six programs from Chicago. Of these, *Ma Perkins*, sponsored Monday-Friday, 12:15-12:30 a.m. CST, by Procter & Gamble, and *Those Websters*, sponsored Friday, 8:30-9 p.m., CST., by Quaker Oats, are at the top of the Chicago produced CBS programs with equal ratings of 7.9.

The latter show is being moved to MBS, effective Sunday March 3, by the sponsor because CBS requested the program be either improved to gain a better rating or be moved to another time. CBS' view was that *Those Websters* failed to do justice to the remainder of its Friday night audience in as much as it was keeping company with such top-rated programs as Moore & Durante and Danny Kaye [BROADCASTING, Jan. 14].

Comparative Figures

A study of CBS Chicago originated programs and the competing program on other networks reveals the following:

CBS, M-F, 9:45-10 a.m. CST

Bachelor's Children (Continental Baking Co.)	4.5
ABC: Listening Post (Sat. Eve. Post)	2.8
NBC: Joyce Jordon (Procter & Gamble)	3.9
MBS: Fun With Music (sustaining)	2.4

• • •

CBS, M-F, 12:15-12:30 p.m. CST

Ma Perkins (Procter & Gamble)	7.9
ABC: Constance Bennett (co-op)	2.1
NBC: Sketches In Melody (sustaining)	3.3
MBS: Luncheon With Lopez (sustaining)	2.0

• • •

CBS, M-F, 1:45-2 p.m. CST

Tina and Tim (Cudahy Packing Co.)	4.2
ABC: Time Views The News (sustaining)	1.6
NBC: Hymns of All Churches (General Mills	3.7
MBS: Queen For A Day (Miles Laboratories, P&G)	3.6

• • •

CBS, Thursday, 9-9:30 p.m. CST

Island Venture (P. K. Wrigley Co.	4.7
ABC: Curtain Time (Mars Candy)	4.6
NBC: Abbott & Costello (Camel cigarettes)	18.5
MBS: You Make The News (sustaining)	2.2

• • •

CBS, Friday, 8:30-9 p.m. CST

Those Websters (Quaker Oats)	7.9
ABC: The Sheriff (Pacific Borax)	8.3
NBC: Waltz Time (Phillips Magnesia)	11.7
MBS: Spotlight Bands (Coca-Cola)	3.7

• • •

CBS, Saturday, 6:30-7 p.m. CST

First Nighter (Campana)	11.6
ABC: Dick Tracy (Tootsie-rolls)	4.0
NBC: Noah Webster Says (sustaining)	5.3
MBS: Arthur Hale news (Richfield Oil)	4.0

ABC, newest of the four major networks, grossed $40,045,966 in 1945, of which its Chicago Central Division claims an estimated 36%, excluding its December business, and, originates eight of its shows from Chicago. Of these *Don McNeill's Breakfast Club* was a 5.0 (for the hour) rating, and *Quiz Kids* with 8.2 are its most popular programs, if ratings are a criterion.

ABC's Chicago originated programs and their competitors are as follows:

ABC, M-F, 9-10 a.m. CST

Breakfast Club (9-9:30 a.m. sustaining)	4.5
Breakfast Club (9:30-9:45) (Swift)	4.8
Breakfast Club (9:45-10) (Philco Corp.)	6.2
CBS: Arthur Godfrey (participating)	3.7
NBC: Fun & Folly (participating) 9:30-9:45)	3.4
NBC: Daytime Frolics (participating) (9:45-10)	2.2
MBS: Frazier Hunt (co-op) (9-9:15)	2.8
MBS: Shady Valley Folk (sustaining) (9:15-10)	2.4

• • •

(*Continued on page 71*)

WKBB
Delivers the Listeners in DUBUQUE
Iowa's Fastest Growing City

It Takes A Local Station

to Reach The Fast Growing DUBUQUE Market

Dubuque is one important market where no outside station can offer adequate coverage. A recent Conlan survey shows that the highest rating outside station reaches only 13.3% of the Dubuque audience. Dubuque is Iowa's fastest-growing city with employment and spending now above any wartime peak. To reach this market . . . to *sell* your product . . . you must advertise over WKBB, the leader with Dubuque radio listeners morning, noon, and night.

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

Just to Remind Us and to Assure You...

Second Prize
CBS
Affiliate Stations Promotion Contest

COLUMBIA BROADCASTING SYSTEM, Inc.
485 MADISON AVENUE
NEW YORK 22, N. Y.

CHECK NO.
VOUCHER
December

PAY TO THE ORDER OF Sunshine Broadcasting Co.
Radio Station KTSA
San Antonio, Texas

$5,000.00

EXACTLY $5000 & 00 CTS DOLLARS

COMPANY

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N.Y.
WICKERSHAM 2-2000

HERBERT V. AKERBERG
VICE PRESIDENT
IN CHARGE OF STATION RELATIONS

December 18, 1945

Dear George:

It is a real pleasure to send you the enclosed check for $5,000.00 as your award for winning second prize in the all around classification of the CBS Affiliated Station Program Promotion Contest.

The judges tell me this was the toughest contest they ever had to judge, because of the wealth of material and its general high level of excellence.

So your award should be doubly gratifying to you and your associates, since you were up against the stiffest kind of competition from your fellow affiliates.

With my hearty congratulations.

Sincerely,
Herb

Mr. G.W. Johnson
Station KTSA
Gunter Hotel
San Antonio 6, Texas

KTSA's Job Just Begins When the Contract Is Signed!

Naturally, we are proud of winning $5,000 as Second Award in the recent C.B.S. Affiliated Station Program Promotion Contest. But we're not cocky about it. We take our business and promotional activities seriously. Ours is a fulltime merchandising and Promotional job throughout the year, whether a contest or no contest. To you, KTSA means just this . . . full, effective coverage of San Antonio and its vast trading area; programming that has built a great, constant audience of loyal KTSA listeners; and an alert, eager staff of experienced radio people who KNOW HOW to merchandise and promote your programs in order to get maximum results. Let us prove it to you—now!

KTSA
SAN ANTONIO

COLUMBIA BROADCASTING
LONE STAR CHAIN

550 KC. 5000 Watts • Day

(Left) George W. Johnson, General Manager of KTSA

(Right) Chas. D. Lutz, Promotion Mgr., KTSA, responsible for coordinating merchandising and promotional activities.

Affiliated With Taylor-Howe-Snowden Radio Sales

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

As indices of *buying power*, take salaries and wages. Department of Commerce statistics show that in 1942 nearly $430 million went into pay envelopes here. This was more than *double* the average for the nine other Southern states—more than $92 million above the second-ranking Southern state!

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters.

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Wheeling Papers To Operate WPAR

$307,500 Is Paid for 250 w Station in West Virginia

SALE of WPAR Parkersburg, W. Va., by Capt. John A. Kennedy, USNR, and Mrs. Kennedy to the News Publishing Co. of Wheeling, which publishes the Parkersburg newspapers, was consummated last week subject to FCC approval. The purchase price is $307,500, including quick assets and receivables.

WPAR operates on 1450 kc with 250 w and is on CBS and the West Virginia Network. Capt. Kennedy, now on duty in the office of the Secretary of the Navy, is president of the network, which includes ownership of WCHS Charleston and WBLK Clarksburg, and holds a 48% interest in WSAZ Huntington. The transaction will be advertised in conformity with the FCC's proposed "Crosley-Avco" procedure, Capt. Kennedy said, to enable other possible purchasers to bid for the property during the prescribed 60-day period.

The News Publishing Co. is headed by Mrs. Frances Ogden Stubblefield, which publishes the morning, afternoon and Sunday newspapers in Wheeling, as well as the *Parkersburg News* (morning and Sunday) and *Sentinel* (evening). Austin V. Wood is vice president and general manager of the newspapers.

News Publishing Co. holds a construction permit for a new local in Marietta, O., and through an associated company holds another construction permit for Martinsburg, W. Va. Whether the Marietta construction permit will be retained upon the transfer of WPAR apparently would depend upon determination by the FCC as to whether there would be conflict resulting from overlapping coverage. The cities are separated by about 12 miles.

WPAR is licensed to the Ohio Valley Broadcasting Co., a wholly owned subsidiary of the Charleston Broadcasting Co., which is controlled by the Kennedys. WPAR is understood to have netted approximately $80,000 a year before taxes for the past several years. The station is believed to gross more than double that figure.

WNCA To Use ABC

WNCA Asheville, N. C., a new station now under construction, will become affiliated with ABC as a member of the Southeastern Group effective April 1, the network announced last week. Owned by the Community Broadcasting Co., WNCA will operate with 250 w on 1340 kc. Station manager is Charles Fredric Rabell.

On Morning Series

GEORGE (The Real) McCOY, sidewalk interviewer, and Henry Morgan, "Here's Morgan" show, started weekly half-hour program over ABC Jan. 26. Mr. McCoy is heard during first quarter-hour of 8-8:30 a.m. show, and Mr. Morgan during the last.

GROOVED WALLS of Mutual's newest studios in New York represent development in acoustical design. Studios are used by both the network and WOR, and are on the main floor of 1440 Broadway [BROADCASTING, Jan. 7].

UPTON CLOSE BACK ON AIR OVER MUTUAL

UPTON CLOSE, dropped by NBC over a year ago, returns to the air Feb. 2, tentatively 7:45-8 p.m. over 59 Mutual stations. Mr. Close, who was a bitter opponent of the Roosevelt administration, charged NBC with dismissing him because he was an "enemy of the left." His sponsor will be the National Economic Council, New York City.

The Council announced its intention to sponsor Mr. Close to "check the growth of public taxation and as a rallying to the true American principles of life and living." Roche, Williams and Cleary, Chicago, agency handling the account, said the 59 Mutual stations would cover East and West, but "none in the South."

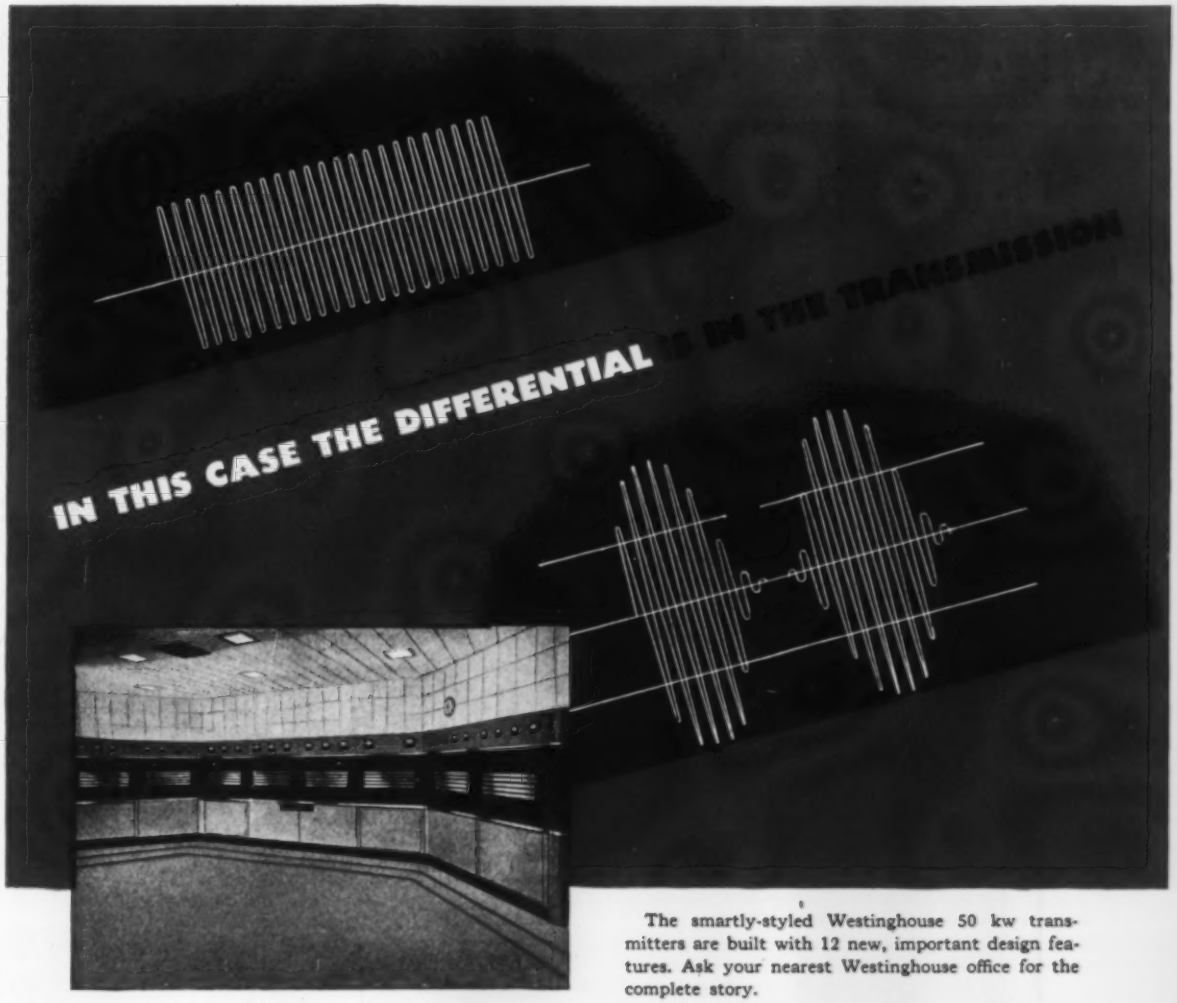
ABS Adding Hollywood Originating Programs

BOWING in as sustainers, two new weekly network package programs from Hollywood start on ABS stations in early February. Designed to bring out through extemporaneous discussion the great ideas expressed in present-day living as well as throughout the past, weekly half-hour education series, *That's a Great Idea*, starts on ABS stations, Feb. 4, Monday, 11:30-midnight (EST).

Preview Report from Hollywood, quarter-hour series analyzing major film releases especially previewed in Motion Picture Assn. of America projection booth, is scheduled for Feb. 13, Wednesday, 10:45-11 p.m. (EST).

KSJB Power Increased

KSJB Jamestown, N. D., on Feb. 10 increases its power from 250 w to 5,000 w on 600 kc. Carl Haverlin, vice president in charge of station relations for Mutual, with which network KSJB is affiliated, reported last week that the station's evening audience will be increased eight times.



The smartly-styled Westinghouse 50 kw transmitters are built with 12 new, important design features. Ask your nearest Westinghouse office for the complete story.

Because all clear channel stations are 50 kw, they all own the same frequency and power advantages, with no apparent differences between them. But, on the other hand, the differential is in program-transmission and dependability . . . the only distinctions worth noting.

And here is where Westinghouse 50,000-watt transmitters offer every advantage for clear channel service.

Example: the equalized audio feedback system strengthens the naturally high fidelity of the audio and modulation circuits. No complicated, special circuit adjustments are needed.

Example: transmission continuity is assured by a skillful combination of metal-plate rectifiers (their life is virtually unlimited) and split-second tube transfer in the power amplifier and modulator for emergency tube replacement.

Example: unit-cubicle construction speeds quick replacements, cuts outages. Tube failure is remedied as fast as you can flip a switch to turn on the spare in the same cubicle.

These basic advantages in faithful reproduction and solid dependability are features of the complete line of Westinghouse transmitters . . . 5, 10 and 50 kw AM, and 1, 3, 10 and 50 kw FM. You can get all the facts from your nearest Westinghouse office. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-08139

Westinghouse

Electronics at Work

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director
Pioneer FM Station in the Kansas City Area
Ask for Rate Card

Olsen, McCormick Head NAB State Units As 17th District Holds Seattle Session

TOM OLSEN, owner of KGY Olympia, was elected president of Washington State Broadcasters and Glenn McCormick, president of KSLM Salem, was named president of the Oregon association in connection with the NAB 17th District meeting held Jan. 14-15 at the Olympic Hotel, Seattle. Harry Spence, manager of KXRO Aberdeen, district director, presided at the district meeting.

Bob Priebe of KRSC Seattle was in charge of arrangements. Three stations applied for NAB membership — KIRO Seattle, KRKO Everett and KVI Tacoma. Representing NAB were President Justin Miller, Secretary-Treasurer C. E. Arney Jr. and Director of Broadcast Advertising Frank E. Pellegrin Jr.

Meeting followed the pattern laid down at the Los Angeles (16th) and San Francisco (15th) district gatherings [BROADCASTING Jan. 7, 14]. Registration totaled 117.

Hugh Feltis, president of Broadcast Measurement Bureau, outlined progress of the cooperative audience measurement project. Oliver Runchey, of KOL Seattle, presided at the sales managers clinic. C. O. Chatterton, of KWLK Longview, Wash., was in charge of the small market stations meeting. Ted Cooke, KOIN Portland, took charge of the program managers report and L. S. Bookwalter, KOIN, presided at the engineering session. Mr. Pellegrin addressed the sales manager and small market stations groups.

Registration

Registered at the 17th District NAB meeting were:

A. Adler, KMED; C. E. Arney Jr., NAB; D. A. Baker, KBKO; Ray Baker, KOMO; Frank P. Barnes, General Electric; Leonard Beardsley, KXA; Ted Bell, KRSC; Stan Bennett, KOMO; Paul F. Benton, KMO-KIT; John Blake, KWSC; Louis Bookwalter, KOIN; Francis Brott, KOMO; Harry Buckendahl, KOIN; C. O. Chatterton, KWLK; Fred Chitty, KVAN; Joe Chytil, KELA; Jack Clarke, KIT; Fran Conrad, ABC; Ted Cooke, KOIN.

Norman A. Davis, KALE; Margaret Dieringer, John DuBuque, KXA; Hugh Feltis, BMB; Birt F. Fisher, KJR; H. M. Gander, KORE; O. W. Fisher, KOMO; Romig C. Fuller, KRSC; Arthur Gerbel Jr., KJR; Fred G. Goddard, KXRO; Richard E. Green, KOMO; Spence Green, KJR; Homer Griffith; Saul Haas, KIRO; Gus Hagenah, Standard Radio; Ralph Hanson, KUIN; Ben Harkins, KONP; Bob Harris, KRSC; Mrs. J. B. Hatfield, KEVR; Joe Hiddleston, KIRO; J. A. Hogg, General Electric; Bill Hubbach, KOMO; Mr. and Mrs. E. T. Irwin, KVI; Lee Jacobs, KLBM KBKR KSRV; Mrs. Lee Jacobs, KLBM; John Jessup, KJR; Glenn Jones, KWSC.

Mark Knight, AP; Howard Lane, WSAI; C. S. Lock, KWSC; Frank H. Loggan, KBND; Peter Lyman, MacWilkins, Cole & Weber; Rod McArdle, KXA; R. G. McBroom, KFIO; Glenn McCormick, KSLM; R. D. McCornack, KOMO; Allen Miller, KOAC; Paul Moore, KJR; Jerry Morris, KOL; Bob Morrison, NBC; C. W. Myers, KOIN; Carl A. Nielsen, NBC; Arden X. Pangborn, KGW; Marshall Pengra, KRNR; Jennings Pierce, NBC; Homer Pope, KJR; Robt. E. Priebe, KRSC; H. J. Ray, KIRO; O. A. Runchey, KOL.

Vern Sawyer, Jerry Seehan, KMO; Hal Shade, KOOS; A. Sheehan, Frank Sheehan Jr., KJR; Bartley Sims, KEVR KTYW; Kelly Smith, CBS; T. J. Smith, KWSC; Ace Spear, KJR; Harry R. Spence, KXRO; Burt Squire, SESAC; Dan Starr, KOMO; Loren Stone, KIRO; Lloyd C. Sundstrom, KONP; Mr. and Mrs. Bob Sutton, KPQ; A. G. Taft, KOL; Mr. and Mrs. W. R. Taft, KRKO; Dixie Lou Thompson, Strang & Prosser; L. W. Trommlitz, KORE; Bill Tucker, KIRO.

Florence Wallace, KXA; James W. Wallace, KPQ KVOS; Bill Warren, KOMO; Mr. and Mrs. C. N. Webster, KONP; Chett Wheeler, KWIL; Ken Yeend, KIRQ; Hal Byer, KWIL; F. D. Carroll, Pac. Tel. & Tel.; Sharon Kane, KOL; King Mitchell, KTBI; Tom Olsen, KGY; Burke Ormsby, Tubby Quilliam, KTBI; Nick Bourne, UP; Jack Frost, RCA; Donald Graham, KOMO; R. V. Howard, Unl. Research Lab.; John Keeting, J. McLaughlin, of John Keeting; R. J. Newman, RCA.

MRS. DIANE TAYLOR IS VOTELESS SOLON

MRS. DIANE TAYLOR, widow of the late Gate Taylor, former advertising manager of BROADCASTING, is a Congresswoman—without a vote—until Feb. 1.

Mrs. Taylor

When her boss, former Rep. Clifton A. Woodrum (D-Va.), resigned last month to become president of the American Plant Food Council, Mrs. Taylor, his secretary and assistant for 10 years, became Representative pro tem until a successor was elected. Under a Federal statute enacted in 1935, a designated office assistant shall continue to function for six months or until a successor is elected, in event a Congressman resigns.

At a special election last week in the Sixth District of Virginia, which Mrs. Taylor is representing, Judge J. Lindsay Almond Jr., Democratic nominee, was elected. Mrs. Taylor is expected to remain on Capitol Hill an additional 30-day period to help the new Congressman get started.

As soon as her duties in Congress are over, Mrs. Taylor will join Mr. Woodrum as fulltime secretary. Since Jan. 1 she has been dividing her time between Capitol Hill and Mr. Woodrum's new office. Mrs. Taylor's duties as Congresswoman pro tem include supervising a staff of two office assistants, handling mail and otherwise carrying on a Congressman's job—except she has no vote.

British Exports

FIRST consignments of 1946-designed radio receivers made in Great Britain will be on their way overseas within the next few weeks, according to British trade sources. One export merchant predicted that "Britain will be the first in the field." Officials of Pye Ltd., Cambridge, set manufacturing firm, announced that "many thousands of five-valve receivers are going to South, East and West Africa, India, the Middle East, the Far East, Portugal, Spain and South America. Export business shows a six-fold increase over prewar trade."

Q.E.D.

Remember the letters Q. E. D. from the days when you studied geometry? These letters standing for "quod erat demonstrandum" or "which was to be proved," were used to indicate the solution of the problem.

The letters WCBM are the solution to the time buyers problem of effectively and economically covering the Baltimore market. And the correctness of this solution has been proved by the year after year renewal of contracts by enthusiastic sponsors.

Baltimore's Listening Habit

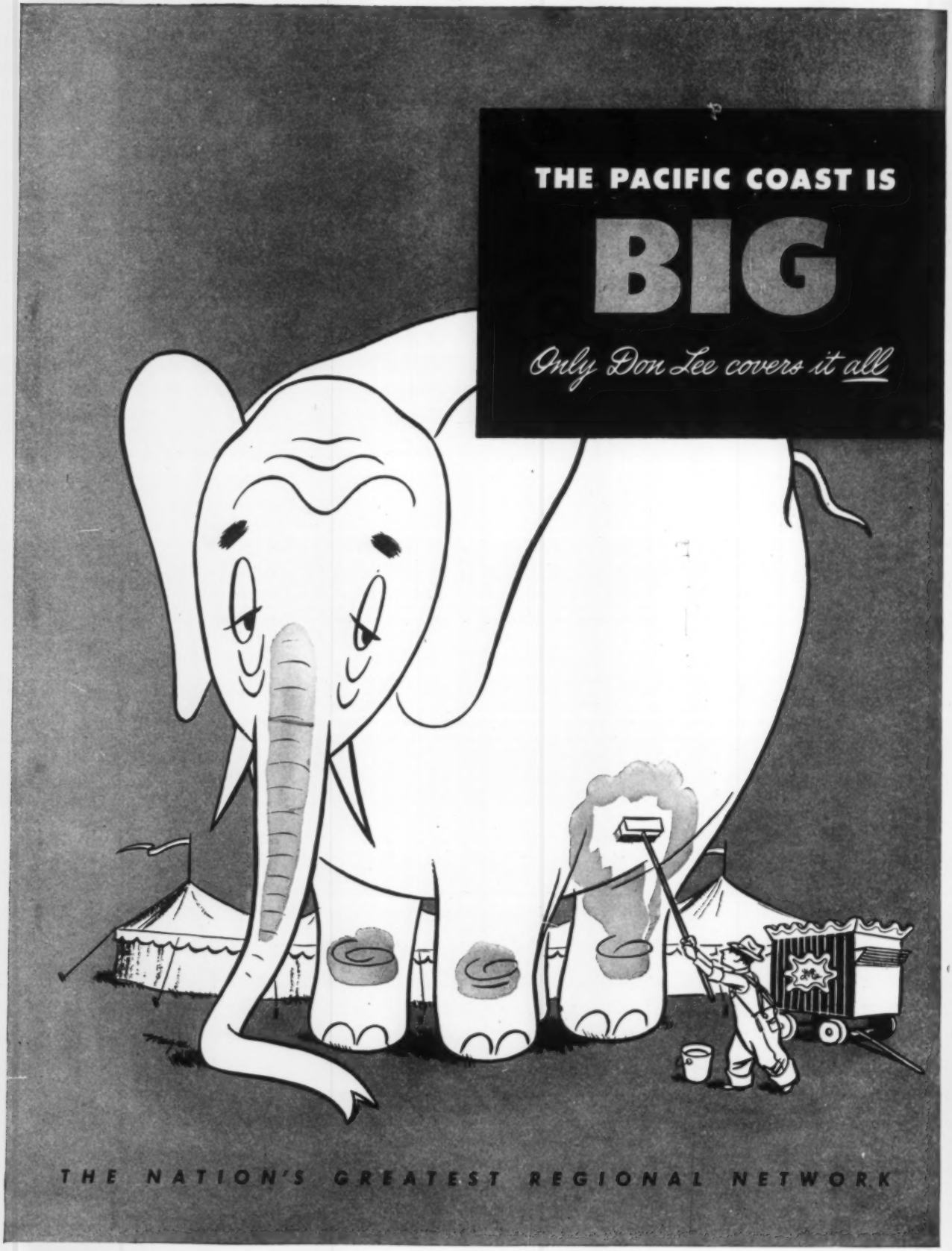
WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*


THE PACIFIC COAST IS
BIG
Only Don Lee covers it all
THE NATION'S GREATEST REGIONAL NETWORK

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle, and Spokane are located— only Don Lee covers the OUTSIDE as well as the inside HALF... a C. E. Hooper 276,019 telephone call survey proves it.

The Pacific Coast is *big* in *many* ways: 1,352 miles in length— over 8 billion dollars in retail sales—and over 3 million radio homes. It is divided into 2 halves—the "inside" (or metropolitan half) and the "outside" (or the half covered only by Don Lee).

In fact, the Pacific Coast is so *big* that only one network has enough stations to cover it all (Don Lee has 39. The other 3 networks have only 28 stations combined). More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

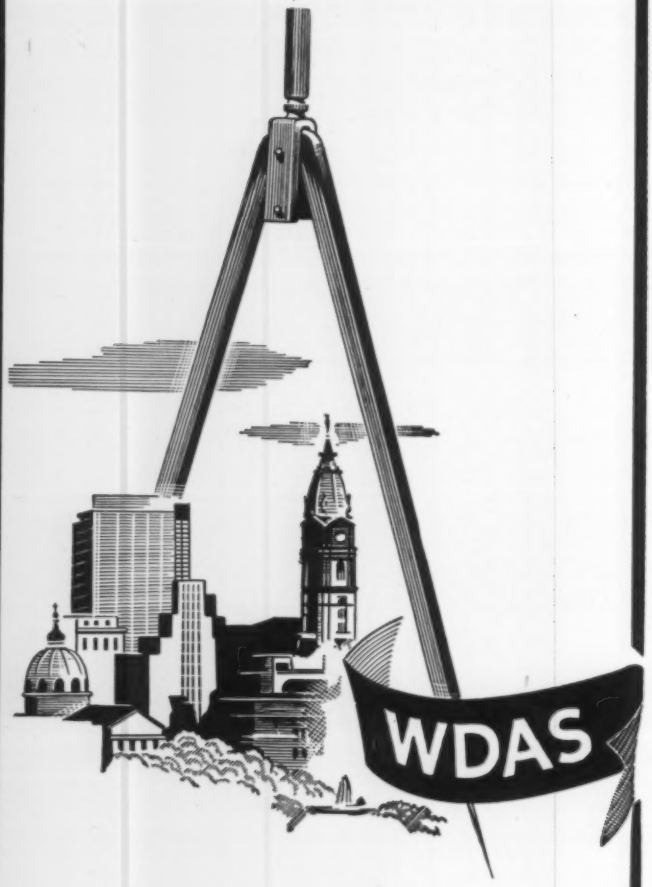
The Pacific Coast is *big*—buy the only radio network *big* enough to cover it *all*—Don Lee.

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE-PRESIDENT & GEN. MGR.
SYDNEY GAYNOR, GENERAL SALES MANAGER
5515 MELROSE AVENUE, HOLLYWOOD 38, CALIF. ★ REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Coverage

...in Philadelphia



Pattern broadcasting over

WDAS

covers the Philadelphia market

at lowest cost

★

WDAS covers the largest cross-section of the buying public in the Philadelphia area... *at lowest cost.* Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

★

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

FOUR-WAY clasping of hands marks decade of *Romance of the Highways* on Don Lee Pacific, sponsored by Greyhound Bus Lines. Owners of hands (l to r): Comdr. Scott, narrator; Carl Jensen, Greyhound; Norman Nesbitt, announcer; Bill Tracy, assistant to Comdr. Scott.

Yankee Net Reports Record Billings For 1945, Lists New 1946 Accounts

SEVERAL NEW accounts and a large number of renewals and additions were reported by the Yankee Network last week. At the same time, looking back, officials said Yankee's gross billings in 1945 were the largest in the history of the regional net. Figures on billings were not given.

New accounts reported were F. H. Snow Canning Co. (New England clam chowder), sponsoring participations in the Thursday 1 p.m. edition of *Yankee Network News* on the entire network, with account placed by Daniel F. Sullivan Agency; Megowen-Educator Co., bakers of Crax, complete 8 a.m. edition of the *News* Monday, Wednesday and Friday on entire network, through Duane Jones; Shedd Products, minute participations in 8 a.m. *News* Tuesday, Thursday and Saturday through Fred M. Randall; Maritime Milling Co., minute participations in 8 a.m. *News* on full net Tuesday, Thursday and Saturday beginning in February, through Baldwin, Bowers, Strachan Inc.; Metropolitan Life Insurance Co., one-minute spot on WNAC Boston five times weekly starting Feb. 15, through Young & Rubicam; Peter Paul Inc., *Nelson Churchill Views the News*, Monday, Wednesday and Friday on WNAC 7:15-7:30 a.m., through Platt-Forbes, Inc.

Additions Reported

Renewals and additions:

Wm. Filene's Sons Co. has added three days (making six in all) to sponsorship of *Tello-Test* quiz on WNAC at 9:15 a.m., through John C. Dowd Inc.; National Biscuit Co. renewed for one year *Nine O'Clock News* on 19 Yankee stations and added the network's two new Vermont stations, WDEV Waterbury and WWSR St. Albans, through McCann-Erickson; Boston & Maine Railroad renewed *B. & M. Waker Upper Show* on WNAC and added WGAN Portland, Me., WHAI Greenfield, Mass. and WFEA Manchester, N. H., through Harold Cabot Agency; Martin L. Hall Co. presents Bill Cunningham in a news analysis at 2:30 p.m. Sunday on WNAC WHYN WEAN WAAB WHTD WLLH WMUR, through John C. Dowd Inc.; Smith Brothers Cough Drops, one-minute participations in 6 p.m. *News* Monday, Wednesday and Friday on entire net, through J. D. Tarcher & Co.;

P. Lorillard Co., participations in 6 p.m. *News* Monday through Saturday on entire net, through Lennen & Mitchell; Shell Oil Co., 10-minute *Shell Digest* at 6:15 p.m. Monday, Wednesday and Friday on WNAC WEAN WICC WAAB WLBZ WLLH WCSH WLNH, through J. Walter Thompson Co.; Atlantic Coal Co., half-hour *Boston Blackie* at 2 p.m. Sunday on WNAC WICC WHTD WLLH WEAN WAAB WGAN, through John C. Dowd Inc.; Berwick Cake Co. renewed 15-minute *Berwick Musical Clock* at 7:45 a.m. on WNAC five times weekly and added WLBZ on Monday, Wednesday and Friday, through L. B. Hawes, Boston; Liggett Rexall Stores, *Tello Test* at 7:15 p.m. Tuesday and Thursday on WAAB, through John C. Dowd; Shepard Stores, *The Answer Man* 6:30-6:45 p.m. Monday through Saturday on WEAN; ABC Oil Burner, *Tello Test* at 7:15 p.m. Monday, Wednesday and Friday on WNAC, through Wm. Hart Adler Inc.; Listerine Toothpaste, *Quiz of Two Cities* 8-8:30 p.m. Friday on WNAC and WEAN, through Lambert & Feasley; Shubert Theatres, one-minute spots Monday through Friday, through Harry M. Frost Co.; Durkee-Mower Co., 1 p.m. *Yankee News* Monday, Wednesday and Friday, through Harry M. Frost Co.; Paine Furniture Co., announcements, through John C. Dowd Inc.; American Institute of Food Products, with Dr. Eddy on WNAC-Yankee.

WHDT Hartford, owned and operated by the Yankee Network, started carrying all Yankee and Mutual programs on Dec. 1.

Aircraft Radio Booklet

TRANSMITTER division of General Electric Co. Electronics Dept. has issued four page folder describing features of personal plane two-way radio AS-1B.

Time Buyers!

CALL ON "Spot" FOR SMOOTH GOING

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

• If you have a client who wants to glide right into America's vital markets, let "Spot" show you how—quickly, effectively and economically. For NBC's 11 vital stations deliver 11 vital markets day in and day out. 1. *They broadcast to 55% of the radio homes in the U. S.* 2. *They are located in areas where families have a buying power 34.2% higher than the country's average.*

Call on "Spot" today for smooth going. Of course there's a chance "Spot" may not be able to provide the exact buy you're after—NBC Spots go fast. But he'll have something to offer equally effective, whether you want to sell over one or every one of NBC's 11 vital stations—stations which have a consistent habit of getting advertisers' products on the shopping lists of the buyingest people in the most moneyed markets.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4239

Number PLEASE!

LONG ARGUMENT between an m.c. and a telephone operator went out over the air when Walt Lochman, director of sports and special events with KCMO Kansas City, was trying to dial a suburban number for the *Win With Bond* show. The operator, then the supervisor held up the call while trying to find out who would pay the five-cent toll charge. Seven minutes were lost while the operator checked. By the time she returned to say that the special line Mr. Lochman was using was O.K., it was time for the commercial and the show went off the air, call uncompleted, but with audience getting a big kick from listening in on the discussion.

Woods Answers Critics of Sponsorship For Public Service Type of Program

THUMPING ANSWER to radio critics who object to commercial sponsorship of public service programs was given last week by Mark Woods, president of ABC.

Asked Mr. Woods in an address to the Cincinnati Advertising Club, "What is harmful about selling important public service features to advertisers?"

The burden of his own answer was "nothing."

"With a certain few exceptions, all in the field of religion, I sincerely wish that every public service program were a commercial program," he said. ". . . I say it is rankest folly to condemn some of America's greatest programs because they represent American institutions."

Reminding his listeners that good radio costs big money, Mr. Woods said, "I cannot accept arguments which deplore the quality of a sponsored program and compare it with the lily-white character of the same show on a sustaining basis.

"Do actors sound better, the less they are paid?"

Two measureable benefits are to be derived from public service sponsorship, he said. First, advertisers can afford to invest more money in programs than networks can. Second, commercial broadcasts are not likely to be cancelled capriciously by network stations, therefore have more stability than sustaining shows. This guarantees a sponsored program greater coverage and more promotion than a sustainer gets. "In other words," said Mr. Woods, "culture, education and information can thus be carried into more cities more frequently with higher quality and greater fanfare."

To off-hand critics who have but a tch-tch for a commercial tinge to public service, Mr. Woods suggested "when you see a fly alight on a broadcaster's nose . . . don't reach for that baseball bat."

What many a critic needs to adopt, he said, is a more constructive attitude of criticism.

A PERFECT DEAL

It's a good deal for you! . . . this covering the three major cities of the Rich Sabine Area . . . Beaumont, Port Arthur, and Orange . . . with one major network station! Play your cards right, Mr. Time Buyer . . . place your radio advertising in this 584 million dollar effective income market for guaranteed results! Your products can grow along with this bounding market!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN
Radio Sales

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

KFDM
BEAUMONT TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!

Truman Asks Fund For Business Study

Over 17 Million Is Requested For Next Year's Budget

APPROPRIATIONS totaling $17,405,000 were requested by President Truman for the Bureau of the Census to cover expenses of two business surveys in the fiscal year ending June 30, 1947. The President asked for $11,940,000 to conduct a Census of Business or distribution, which embraces the retail field. For a Manufacturers Census a budget of $5,465,000 was sought.

When President Truman submitted his annual budget message to the Congress last week, he did not ask for specific appropriations for the newly-created Office of International Information & Cultural Affairs of the State Dept., which handles international shortwave broadcasting.

Although the State Dept. appropriation request was $99,882,900—an increase of $1,575,786 over the 1946 fiscal year, President Truman said: "Time has not permitted the preparation of the 1947 estimates for the performance" of the new department, which has taken over activities of the Office of War Information and Office of Inter-American Affairs. An amendment to the budget request, covering the OIICA, will be submitted later.

Assistant Secretary of State William B. Benton, in charge of public affairs, at a news conference a few weeks ago said he had been cautioned by the Bureau of the Budget not to comment nor answer questions on the 1947 fiscal year appropriations. It was learned on Capitol Hill, however, that the State Dept. planned to ask for $44,500,000 for the international information service [BROADCASTING, Dec. 24].

Graham on Leave

MAJ. JOE GRAHAM, formerly with WCKY and WCPO Cincinnati, in program capacities, and for the last 2½ years in the European Theatre of Operations, is on terminal leave and shortly plans to reenter radio. On Jan. 5 he was married to Laura Jane Tidwell, of Dallas. Maj. Graham was radio officer for the Communications Zone, Public Relations, in ETO, headquartered in Paris, at the time of his discharge. He entered the Army four years ago as a private and was commissioned upon completion of Officer Candidate School at Ft. Benning, Ga.

NOW Under The News Roof

● WIBC, owned and operated by *The Indianapolis News,* one of America's GREAT newspapers, is now under *The News* roof.

Here, in modern and spacious studios and offices occupying two full floors in The News Building, is provided every facility to assure WIBC's continued leadership in every phase of station operation—programming, public service, promotion and sales.

Operating on the lowest frequency (1070 Kilocycles) of any Indianapolis station—over a clear channel with 5000 Watts power—WIBC's Hoosier styled programs have a longer reach . . . are heard an hour earlier and an hour later (Sundays excepted) . . . than those from any other local station.

So, in 1946, make your Central Indiana outlet the station that gives you *tops* in coverage, air-time, listener preference and returns on your advertising dollar. In short, make it WIBC.

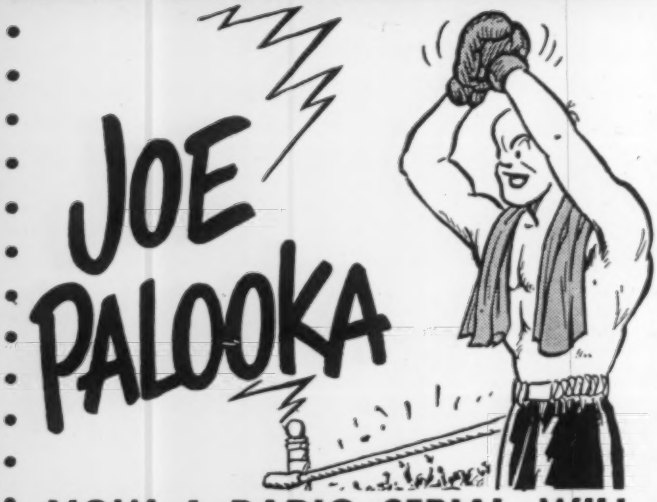
JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC

The Indianapolis News Station

MUTUAL OUTLET IN INDIANAPOLIS

TO GREATER SALES IN YOUR MARKET



NOW A RADIO SERIAL, WILL DELIVER A SALES PUNCH TO WAITING MILLIONS

With over 50,000,000 loyal comic strip readers, JOE PALOOKA comes to Radio. Offering *local* advertisers and stations *network quality* "kid show" at a price local advertisers can afford.

Why not capitalize on the "Kids"

THEY ARE CONSUMERS
THEY INFLUENCE PURCHASES
THEY ARE TOMORROW'S BUYERS

Use Joe Palooka to "Punch-up" Sales!

NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP

Phone . . . . . Wire . . . . . Write

NORTH CENTRAL BROADCASTING SYSTEM, INC.

360 NORTH MICHIGAN AVENUE · CENTRAL 4894
CHICAGO 1, ILLINOIS

WBAP-WFAA Propose Rival Operation on Two Frequencies

COMPETITIVE operations on a second split frequency were sought last week in answer to the FCC's proposed decision that KGKO Fort Worth be separated from WBAP-WFAA Fort Worth-Dallas [BROADCASTING, Nov. 19].

Under an assignment application submitted to the Commission, Carter Publications Inc., owner of WBAP, and A. H. Belo Corp., owner of WFAA, would divide time on KGKO's 570 kc frequency with 5 kw to augment the service of their individually owned 50 kw stations, which already share time with each other on 820 kc.

While WBAP is on the air on 820 kc in Forth Worth, WFAA would use KGKO's 570 kc in competition with WBAP. When WFAA is using 820 kc in Dallas, WBAP would use 570 kc to compete with WFAA. Thus, the application explains, "the Dallas and Fort Worth interests will each have continuous access to the public" and the "net result will be that neither interest will be operating more than one station at any one time."

Present Licensee Liquidated

The present licensee of KGKO, the KGKO Broadcasting Co., which is owned by stockholders of Carter Publications and Belo Corp., would be liquidated with the transfer of KGKO's license to the Carter and Belo concerns. The call letters KGKO also probably would be dropped. It has not been decided whether new call letters would be given the 570 frequency or whether it would be known as WFAA while WFAA was operating it and as WBAP when operated by WBAP.

No money is involved in the transaction.

The plan was proposed in compliance with Sec. 3.35 of the FCC Rules and Regulations. The Commission in a proposed decision last November suggested six months for the separation of KGKO from the two other stations, contending that the WFAA and WBAP licensees fully control KGKO through interlocking directorates. At that time the Commission pointed out that the WBAP staff puts on the programs whenever KGKO is on the air from WBAP studios and that the WFAA staff is in charge when KGKO programs originate in the WFAA studios.

Separate KGKO Transmitter

KGKO maintains a separate transmitter from the one shared by WFAA and WBAP and is affiliated with American network and the Texas Lone Star Chain while WFAA and WBAP are affiliated with NBC and the Texas Quality Network. However, the FCC's proposed decision denied WFAA and WBAP contentions that the multiple ownership rules should not apply to them because they claimed, each, in effect, operates only one fulltime station in Dallas and one in Fort Worth.

The assignment application asserts that, during their respective times on the 570 frequency, Carter Publications and Belo Corp. individually will "continue generally the present program schedule of KGKO with such additions and modifications which may become desirable to continue development of the facility" and to integrate more fully their respective programs on 570 kc with those broadcast during their respective periods on the 820 frequency. American affiliation would be retained for the 570 kc operations.

"Except for such cooperation as may be necessary to maintain the transmitting plants at a high degree of efficiency and maintain the use of the frequency in the public interest," the application declares, Carter Publications and Belo Corp. would "operate entirely independently of and in competition with" each other.

A schedule showing how time on 570 kc would be divided equally between WFAA and WBAP was incorporated in the application.

Meanwhile, the FCC announced last Tuesday that, in response to a joint petition, it had postponed until further order the date for oral argument on renewal of the KGKO, WBAP and WFAA licenses. Date originally was set for Jan. 24. In announcing its November findings proposing separation of KGKO, the Commission extended the three licenses to May 14 but warned that if separation has not been arranged by that time, denial of renewal of all three "will be entered without further delay."

Philip G. Loucks, Washington radio attorney, is counsel for A. H. Belo Corp. George S. Smith, also of Washington, represents KGKO Broadcasting Co. and Carter Publications Inc.

Crosby Declines

BOB CROSBY and his orchestra cancelled a booking made by Music Corp. of America for Jan. 16 on the Coca Cola Co.'s *Spotlight Bands*, on Mutual, because J. Walter Thompson Co., New York, agency for CBS *Ford Show* sponsored by Ford Motor Co., objected to his appearing too frequently on other shows. Bob Crosby is the star of *Ford Show*. Same agency and another of its clients, Kraft Foods Corp., are currently trying to persuade Bob's brother Bing to make more frequent appearances on the *Kraft Music Hall*, on which they say he is supposed to broadcast weekly under a ten-year contract which Bing is now alleged to be ignoring.

If you LIVED *in Baltimore... you'd always pick* WFBR FIRST!

Baltimore folks know that there's only ONE complete radio station—with crowds of daily visitors, big studio audiences, product displays . . . and all the visual glamour of Radio City in smaller replica!

You get the Good Will and Prestige of Baltimore's ONLY complete radio station when you buy Baltimore's BIG Home-Town Station—WFBR.

WFBR is unique in Baltimore. It is a living, breathing personality—with all the glamor and visual interest of Radio City in smaller replica. To Baltimoreans it *is* radio . . . other stations are only steel towers . . . or a spot on the dial.

Local advertisers—who *have to make sales* here, know this, and have concentrated on WFBR for over a decade.

- Only *ONE* Station in Baltimore draws the crowds!
- Baltimore's Big Home-Town Station WFBR.

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

WJJD RE-CREATING PRE-RADIO FIGHTS

WJJD Chicago is re-creating, blow-by-blow, the famous boxing matches held before the days of radio sports broadcasts. Bob Elson, sports commentator, conducts the new program, *Re-Creation of Famous Fights*, presented each Sunday, 1:30-2 p.m. CST.

Mr. Elson takes his audience to the ringside of historic battles, using newspaper accounts as the basis for "eye-witness" broadcasts. The first described the Dempsey-Willard fight, July 4, 1919.

Mutual Total 287

KDFN Casper, Wyo., 1,000 w on 1470 kc, and KWYO Sheridan, Wyo., 250 w on 1400 kc, will become Mutual affiliates on Feb. 15, bringing MBS stations to 287.

Aid to Sportscasters

LESS EYE STRAIN for broadcasters covering football games is expected to result from a rules change ordered at the St. Louis meeting of the National Athletic Assn.'s football rules committee. Dick Bray, sportscaster of WCKY Cincinnati, was one of the "witnesses" who appeared before the committee to endorse the change, which provides: "The size of numerals is increased from six to eight inches on the front of the player's jersey, and from eight to ten inches on the back. The numerals are to be of a 'single contrasting' color."

U. S. District Court to Hear Stations' Case Against New Mexico Sales Tax

SECOND round in the effort by New Mexico stations to prevent the State from imposing its 1934 sales tax on gross income of broadcasters was won by the stations when the U.S. District Court, District of New Mexico, assumed jurisdiction in the case.

The three-judge court will hold a hearing on the merits Feb. 18 at Albuquerque.

Argument on the jurisdictional question was heard by the court Nov. 19. NAB participated as a friend of the court, taking the position that the stations have no adequate and speedy remedy at law in State courts or in equity. The State had contended that the Johnson Act denied jurisdiction to the court.

Involved is a 2% tax on gross receipts of stations plus threats that the collection will be retroactive to enactment of the tax law over a decade ago.

At the Feb. 18 hearing the State will submit measurements of signal strength made outside the border. It will argue that in only one or two cases do signals of receivable strength cross the border. NAB conducted engineering studies outside the border and will offer technical data prepared by Howard E. Frazier, NAB engineering director.

NAB was prepared to argue the case on the merits Nov. 19. John Morgan Davis, then general counsel, and Milton J. Kibler, assistant, appeared for the hearing but the State, when confronted by engineering data, moved for dismissal. This motion was denied by the court in its decision, handed down Jan. 18.

Because of the tendency among States to jump at any new revenue source, NAB has taken an active part in the New Mexico case. Should New Mexico stations be adjudged intrastate operations by the Federal court, and thereupon become liable to a gross sales tax, other States may take similar measures despite the 1936 U.S. Supreme Court holding broadcasting stations to be interstate operations.

Saluting...

KTOK
OKLAHOMA CITY

All you have to do is look at your latest authenticated Listening Survey to learn that KTOK has a top-flight audience—Morning, Afternoon, Night, and Sundays. A highly concentrated market, substantial permanent incomes, and a station that attracts dollars for you. Based on past successful results and honest conviction, T.H.S. fully recommends this outstanding sales-getting station to YOU! American Broadcasting . . . 250 watts . . . 1400 kc.

THE GREAT MIDDLE WEST AND SOUTHWEST

THIS IS T.H.S. RADIOLAND

T.H.S. SALES OFFICES . . . New York . . . Chicago . . . Dallas . . . San Francisco . . . Hollywood . . . Portland. GENERAL OFFICES: AMARILLO

TAYLOR-HOWE-SNOWDEN
Radio Sales

Emerson Net Sales Hit Record High in 1945

INCREASE in net sales to a record high of $32,490,806 for the fiscal year ending last October was reported last week by Emerson Radio & Phonograph Corp. Sales were $23,043,363 the year before.

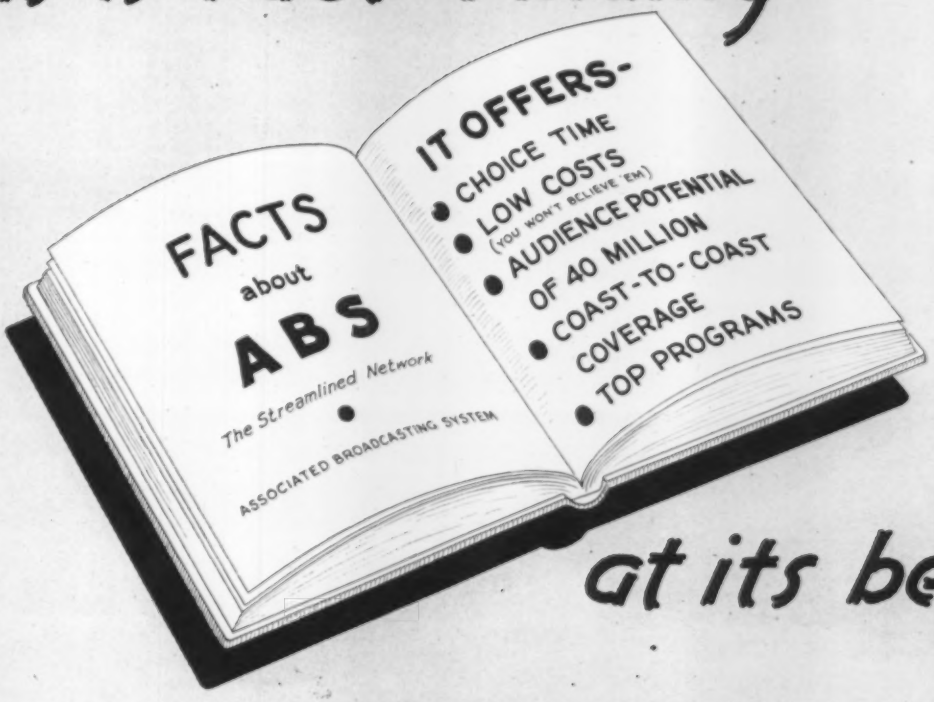
The corporation's president, Benjamin Abrams, said that net income after taxes and renegotiations for the year to Oct. 31, 1945, was $806,697, equal to $2.01 a share on 400,000 shares of capital stock outstanding. Net income for the prior fiscal year was $728,543, or $1.82 a share.

Mr. Abrams reported that the company was in production on all basic radio sets and several others and that within a short time more than 50 models will be in production. Emerson expects to produce some time this year a low-priced home television receiver.

Scout Camp Drive

NEW YORK stations last week began donating time to support of the $800,000 drive of the Greater New York Councils, Boy Scouts of America, for rehabilitation of summer camps. Warren Jennings, chairman of the Boy Scout radio committee, said the organization would furnish stations with one-minute recordings and that stations had been asked to devote at least one sustaining program to the campaign. Drive will continue to Feb. 2.

This is Fact-Finding -



at its best -

Yes, and there are many more too . . . . . .

Think of it, you can buy a full evening, coast-to-coast hour from Associated on a one-time rate of $4,410 . . . this is the unbeatable combination of maximum results at minimum costs . . .

AND OF COURSE

that's but a fraction of the cost of any other comparable medium for the same coverage . . . we have the facts on that too . . .

ASSOCIATED REACHES

twenty-five of the nation's leading distributing centers through its twenty-three outlets . . . embracing a metropolitan coverage of forty million potential customers . . .

The facts are clear and eye-blinking . . . . . .

Here is your opportunity to get that choice time; those magical hours of peak-listening strength . . . either on a coast-to-coast or regional basis . . . secondary and supplementary coverage also available . . .

ASSOCIATED GIVES

you top programs as a vehicle for your sales message . . . such celebrated news commentators as John B. Hughes, Edgar Ansel Mowrer, and Frank Kingdon are available to you for sponsorship . . .

WE ASK YOU

to call or visit our sales offices to learn more about Associated . . . the network that gives you major city coverage at fractional costs . . .

NEW YORK
1721 Chanin Bldg.
122 E. 42nd Street
Murray Hill 5-3227

CHICAGO
London Guarantee Bldg.
360 N. Michigan Ave.
Central 4309

HOLLYWOOD
6000 Sunset Blvd.
Hollywood
6204

Executive Offices—Keeler Building—Grand Rapids 2, Michigan

ASSOCIATED BROADCASTING SYSTEM

Results tell the story...

The results enjoyed by the scores of local sponsors of FULTON LEWIS, jr., are a success story that would fill a book. . . . On 184 stations from Atlanta to Yakima FULTON LEWIS, jr., is doing an outstanding job for America's greatest variety of advertisers . . . a job that has gained for him the title of "America's No. 1 Cooperative Program." For immediate availabilities in a few choice spots —wire, phone or write . . .

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N.Y.

MUTUAL CO-OP

Notices Published On Station Sales

WMOB, WBRK, WKNE Ads Run Under Avco Plan

PUBLIC NOTICES on the proposed sales of three stations—WMOB Mobile, Ala.; WBRK Pittsfield, Mass., and WKNE Keene, N. H.—were published in the *Federal Register* last week by the FCC in conformity with its suggested open-bid plan.

The WMOB application seeks FCC consent to sale of the station by S. B. Quigley to Nunn Broadcasting Corp. for $250,000. Gilmore N. Nunn, J. Lindsay Nunn, and Mrs. Bettie N. Nunn own Nunn Broadcasting Corp. and are also principal stockholders of the Nunn Group—WCMI Ashland, Ky.; WBIR Knoxville, Tenn.; KFDA Amarillo, Tex., and WLAP Lexington, Ky. Site of WMOB is not included in the transaction, but would be rented to the Nunns for $100 a month. WMOB operates on 1230 kc with 250 w but FCC announced Thursday that Mr. Quigley had applied for change to 550 kc with 1,000 w and directional antenna day and night. Bids in competition with the Nunns will be accepted for 60 days from Jan. 1.

WBRK, operating on 1340 kc with 250 w, is proposed for sale by Monroe B. England to Western Massachusetts Broadcasting Co. for $150,000. Lawrence K. Miller and Donald B. Miller, both of Pittsfield, own half interests in Western Massachusetts Broadcasting Co., which under the proposed transaction would also receive the construction permit for a metropolitan FM station which has been conditionally granted to Mr. Quigley. If the assignment is approved, Western Massachusetts' pending application for a standard station in Pittsfield and an FM application filed by Eagle Publishing Co., which is owned by the Millers, would be dropped. Competitive bids will be accepted by the Commission for 60 days from Dec. 26.

The WKNE application proposes sale of the station by Harry C. Wilder and others to Joseph K. Close of Toledo for $85,000 plus certain assets not to exceed $20,000, subject to other adjustments. Mr. Close, who was engaged in advertising agency work for 10 years, was in charge of radio programs of Owens Illinois Glass Co. in 1943-44 before joining the OWI Overseas Division in charge of radio operations in London. Lyman Spitzer of Toledo; Abbott K. Spencer, New Canaan, Conn., and Robert T. Colwell, New Rochelle, N. Y., would hold minority interests in WKNE, for which they would pay about $5,000 each. WKNE operates on 1290 kc with 5 kw. FCC action on the application will be withheld for 60 days from Dec. 20.

NEW ADDITION to South Hadley Falls, Mass., studios of WHYN Holyoke is nearly completed and will house two new offices, one for General Manager Charles N. DeRose and the other for Commercial Manager P. J. Montague.

REPORTER GETS REPORT of news from WJW bulletin board during Cleveland strike of webb-pressmen. After WJW's photographer took the picture, the gentleman was identified as the star reporter of one of the local papers. He was a bit embarrassed. Station is using bulletin board to supplement highly stepped-up news schedule to keep its listeners informed of local and world events.

Ice Dealers Campaign Is Planned for Summer

EXTENSIVE advertising campaign is planned this summer by the ice industry, with use of broadcasting centering around dealer tie-in campaigns in local communities. National magazine drive in nine publications will be used by the National Assn. of Ice Industries.

Dealers have been sent industry brochures describing local exploitation. Available at NAB Dept. of Broadcast Advertising is a series of six transcribed quarter-hours, *This Is the Ice Age*, suitable as a kickoff series in developing local campaigns.

WKXL on Mutual

THE NEW WKXL Concord, N. H., scheduled to begin operation in latter April or May, will become affiliated with Mutual, it was announced last week by Bert Georges, general manager of WHEB Portsmouth, as well as of the new station. Gov. Charles M. Dale, of New Hampshire, is licensee of the new WKXL as well as of WHEB. The new station will operate on 1450 kc with 250 w fulltime and will be RCA equipped throughout.

The first program from WSAI's new studios went on the air Monday, January 21, 1946

For many years WSAI has been a well operated station. The Crosley management was efficient and successful.

Now there is an opportunity to integrate the station's character, and thereby to carry it beyond all past achievement.

Advertisers and programs are the structure for this character. But every move which is made by every single employee becomes, finally, the station entity.

The present will quickly become the future at WSAI. Each gesture which we make at this time is significant. That is why we say, *"In Cincinnati It's Our Move".*

WSAI
A Marshall Field Station

Represented Nationally by LEWIS H. AVERY, Inc.

NBC 'Teentimers Club' Winner of Two Awards

TWO AWARDS, one for "promotion of racial and religious understanding" and the other for being the show "in the best public interest" for secondary school-age group were given to NBC's *Teentimers Club*.

The program, heard Saturdays at 11-11:30 a.m., is sponsored by Teentimers Inc., makers of dresses and cosmetics. Agency is Buchanan & Co., New York.

Award for promoting racial and religious understanding was presented to Johnny Desmond, the program's star, by *This Month* magazine through its editor, Ada Siegel. The show was cited as "program of the month" by the magazine. The other award was presented by the American Schools and Colleges Assn., through its president, Kenneth J. Beebe.

AFA STATEMENT OF AD PRINCIPLES

Advertising Federation Emphasizes Need For Maintaining High Standards

ADVERTISING FEDERATION of America last week issued a new Statement of Advertising Principles emphasizing the responsibilities which advertisers owe to the public and to one another to maintain high standards.

Copies of the statement have been sent to top executives throughout the country, to members of Congress and executives in the Dept. of Commerce, Federal Trade Commission and other government officials.

The Federation's Statement with preamble follows:

With the large scale resumption of business and of intensive promotion of products and services following the war, the Advertising Federation of America considers it timely to restate the fundamental principles which in its judgment should guide the sponsors, practitioners and circulators of advertising and which, with few exceptions, advertisers now generally observe.

1. Good advertising aims to inform the consumer and help him to buy more intelligently.
2. Good advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. Good advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

NLRB Cites WJOB On AFRA Charges

Announcer Was Undermining Station, Says Richardson

WJOB Hammond, Ind., has been called before the regional NLRB by the Chicago local of AFRA for "unfair labor practices," for allegedly dismissing two AFRA members from its announcing staff.

When contacted Tuesday, O. F. Richardson, manager and part owner of WJOB, said he knew "nothing whatever" about any trouble with AFRA. "AFRA has never called on me to discuss a contract or anything else. They can't expect me to pay a salary to a man who is undermining my organization," he declared, referring to the dismissal of an AFRA announcer.

Ray Jones, executive secretary of the Chicago local, said Mr. Richardson, had "fired" the announcers, whose names were not revealed, when they notified him they had joined the actor's union. Similar charges filed several weeks ago by AFRA against WJOB were dropped when the station satisfied NLRB that two of its AFRA employes had been released to permit reemployment of two discharged veterans.

Explaining this Mr. Richardson said: "AFRA errs when they charge me with firing two of their members. I let two go about a month ago to give veterans their old jobs back. NLRB advised me to take one of the AFRA men back and I did. But he has openly criticized the station and has contributed nothing but trouble," he said.

Mr. Richardson said he had no objections to hiring AFRA members but that the station would continue to employ announcers on a competitive basis.

College Poll

POLL of 2,000 college students, to learn their radio listening habits, was begun last week under the direction of the New York national office of the Intercollegiate Broadcasting System. Survey will ask students their favorite type of programs, favorite stations and listening times.

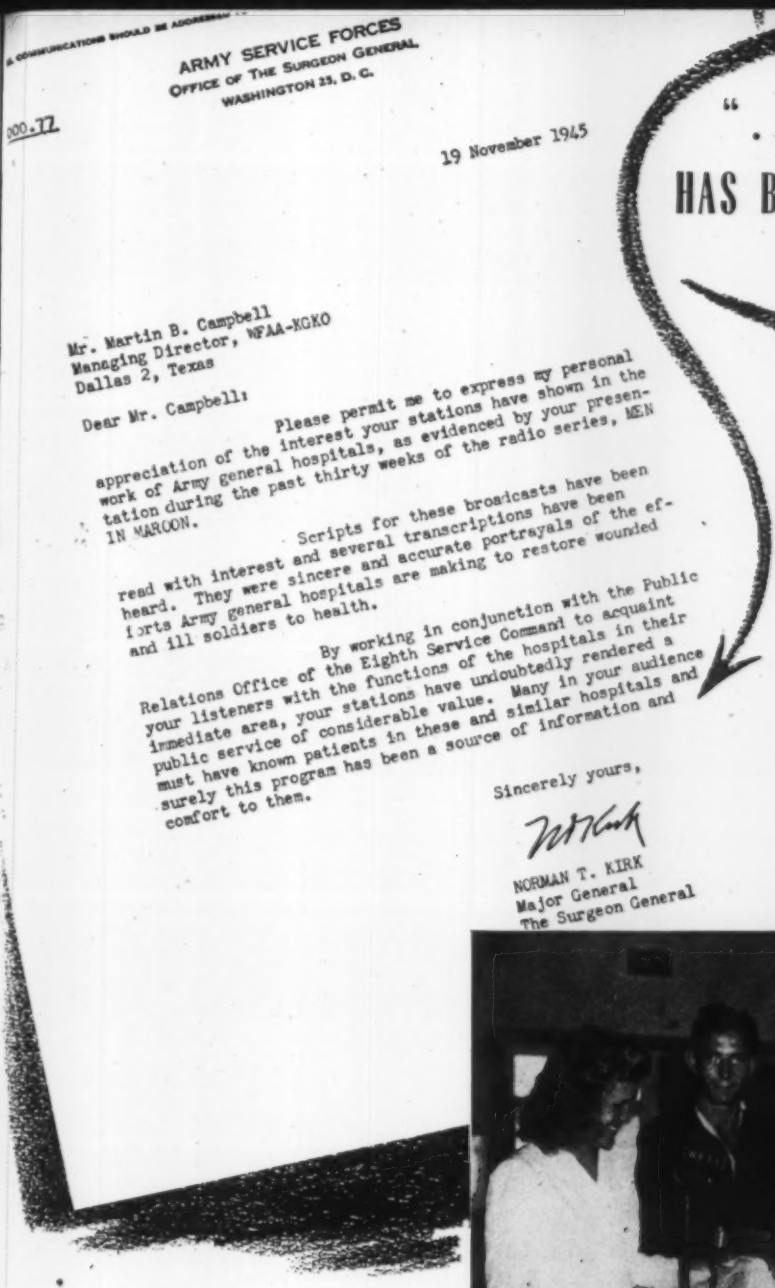
TALL OR SMALL
AM or FM
Truscon service can fill your radio tower needs!
WKBN
YOUNGSTOWN, OHIO
352 Feet
WNAX
YANKTON, S. D.
927 Ft.
Again available — Truscon Radio Towers in guyed or self-supporting types, either tapered or uniform cross section!
Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with all shop assembled connections made by means of electric arc-welding.
There is no limit in height to a Truscon tower other than the practical height limitation. The tallest towers in the United States today are Truscon built; i.e., WNAX at Yankton, South Dakota (912 feet above base insulator) and WKY at Oklahoma City, Oklahoma (900 feet above base insulator, and designed to support additionally a 50 foot 6-bay FM antenna).
If you contemplate FM broadcasting, your radio tower facilities will undoubtedly have to be modified. Perhaps you will require a new and higher tower to adequately serve your needs.
Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.
TRUSCON STEEL COMPANY • YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
TRUSCON Self-Supporting and Uniform Cross Section Guyed TOWERS

"..... SURELY THIS PROGRAM HAS BEEN A SOURCE OF INFORMATION AND COMFORT."

MAJOR GENERAL NORMAN T. KIRK
Surgeon General of the Army

"Men in Maroon," the dramatic story of battle wounds and their miraculous healing, was broadcast as a public service every Saturday for thirty weeks from the Army's three general hospitals in the Dallas area. To worried parents, wives and sweethearts, the program brought assurance that their loved ones were receiving the finest of care.

Signal Corps Photo, U. S. Army



ARMY SERVICE FORCES
OFFICE OF THE SURGEON GENERAL
WASHINGTON 25, D. C.

300.77

19 November 1945

Mr. Martin B. Campbell
Managing Director, WFAA-KGKO
Dallas 2, Texas

Dear Mr. Campbell:

Please permit me to express my personal appreciation of the interest your stations have shown in the work of Army general hospitals, as evidenced by your presentation during the past thirty weeks of the radio series, MEN IN MAROON.

Scripts for these broadcasts have been read with interest and several transcriptions have been heard. They were sincere and accurate portrayals of the efforts Army general hospitals are making to restore wounded and ill soldiers to health.

By working in conjunction with the Public Relations Office of the Eighth Service Command to acquaint your listeners with the functions of the hospitals in their immediate area, your stations have undoubtedly rendered a public service of considerable value. Many in your audience must have known patients in these and similar hospitals and surely this program has been a source of information and comfort to them.

Sincerely yours,

NORMAN T. KIRK
Major General
The Surgeon General

In wartime, WFAA served the public interest to the utmost of its ability. Now, in peacetime, WFAA will continue to give freely of its time and facilities to every worthwhile cause that promotes better living—better thinking—a better America.

WFAA Dallas

Martin Campbell, *General Manager* — Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . 50,000 WATTS — A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by The Dallas Morning News

Trademarks as

IF IT'S A

ve Reputations

He may be but a novice trying to "break into the radio game" or experience on the alert for advancement *(and there are many of each)* to whom the Fort Industry Company trademark appeals as a reliable banner under which to serve and progress.

Then, there are listeners *(and many of them)* to whom this same trademark represents progressive public service.

Then, there are advertisers *(and many of them)* to whom the Fort Industry Company trademark represents the right sort of interpretation of what it takes to produce required results.

Finally, we come to ourselves *(and there are many of us)* for whom we will let Henry Ward Beecher speak:

"A reputation for good judgment, fair dealing, truth and rectitude, is itself a fortune."

And so, if it's a Fort Industry Station you can bank on it!

THE FORT INDUSTRY COMPANY

WSPD	WGBS	WAGA	WWVA
5,000 Watts and NBC	10,000 Watts and A-B-C	5,000 Watts and A-B-C	50,000 Watts and A-B-C
TOLEDO, OHIO	MIAMI, FLA.	ATLANTA, GA.	WHEELING, WEST VA.

WHIZ	WMMN	WLOK
250 Watts and NBC	5,000 Watts and Columbia	250 Watts and NBC
ZANESVILLE, OHIO	FAIRMONT, WEST VA.	LIMA, OHIO

ORT INDUSTRY STATION YOU CAN BANK ON IT

Editorial

An Eye for an Ear

SEYMOUR BERKSON, general manager of INS, writing in this journal Jan. 7, said: "There is no mystic gulf separating good writing for the eye and good writing for the ear".

He said also that to encourage smooth-flowing writing, INS has its newsmen read aloud their copy. If it "listens well," it's good.

This seems to be a reversal of the order. The student of news distribution—radio—is teaching the master a few lessons. It is high time likewise that someone exploded the journalistic myth that a story, to be readable, must follow the lead-paragraph, body-of-story, conclusion technique. Mark Twain wrote some swell stories with the lead in the last line.

John W. Vandercook, who maintains a sizable reputation as a newscaster, dictates the copy he broadcasts. He does this, he says, because thus he weeds out tongue-twisters before he gets on the air. Furthermore, in this fashion he can develop a conversational tone which makes the report as clear to the listener as it is to the secretary who transcribes the copy.

Stiff, involved copy will produce a dull, confusing newscast. Radio has known this for a long time. It is a hopeful sign that the major news services, which supply much of the copy broadcast, are leaning toward simplicity.

The Planish Parable

ONCE upon a time there was a zealous man who loved to listen to the sound of his own voice and whose name was Gideon Planish. He could never restrain himself from forming "committees" to promote such remarkable and diverse interests as, say, horticulture among the Eskimos or the rehabilitation of the Dodo bird.

Mr. Planish's committees made considerable money, in an incidental way, of course.

He was a God-fearing, law-abiding citizen, and the fact that he was fictitious—living only in a Sinclair Lewis novel—in no way weakens this story. Misguided fortune has provided America with real-life counterparts.

Today all the Mr. Planishes may rub their hands with glee in contemplation of their new-found opportunity to cash in on a cause with which no warm-hearted American will quarrel. The returning veteran unwittingly has produced an opportunity for the Mr. Planishes to become his collective messiah.

Broadcasters may well look twice at any request for radio support from obscure committees which purport to be interested in aiding veterans. We must reluctantly presume that some of these requests may be on behalf of Planish organizations. It would be tragic, indeed, if radio, in its desire to cooperate with respectable veterans groups, were inadvertently led into support of conspiratorial interests which, although probably within the law, are certainly outside the realm of honest humanitarianism.

Jimmy's New Act

ALL IS sweetness and light from the music front. NAB President Justin Miller has had his "exploratory" meeting with AFM President James C. Petrillo and his international board on Jan. 18. Committees representing the two organizations are to meet in quest of an amicable understanding and settlement of disputes provoked by union demands.

Mr. Miller is pursuing the course he recommended to the NAB board. He said after the session that he saw no reason why fair-minded men could not ultimately resolve the problems "on the dotted line rather than on the picket line."

An admirable start. The trouble is that it doesn't blend with past performances. Here is a man who has defied the President of the United States, the Congress, the War Labor Board, the military, the FCC and public opinion. He heads one of the richest unions in the country. He has used every device known in labor techniques to force radio to pay for musicians who don't perform, and has devised a few new ones, such as his "private WPA" project wherein royalties are paid for phonograph and other recordings to the tune of about $4,000,000 a year, with no accounting as to disposition of these funds.

Why did Petrillo have on his best bib and tucker in his meeting with the NAB head? Could it be the pendency of the Lea bill in the House which would make it a misdemeanor to force broadcasters to pay tribute to AFM in standby fees and to outlaw "coercive practices"? Could it be the "bad press" Petrillo has had because of his onslaughts? Or the public resentment he has aroused?

Of course the NAB president should follow through on the planned exploratory sessions with the Petrillo committee. But these conversations, however amicable they may seem, shouldn't bring any letdown in the drive for remedial legislation along the lines of the Lea bill. Broadcasters shouldn't be lulled into an attitude of complacency or a feeling that the problem is going to be settled by negotiation on the national level. Stations and networks must negotiate their own contracts with locals because that power can't be delegated. Moreover, remember AFM hasn't anything to lose; it has already chalked up conquests which bring in heavier tribute than is paid possibly by any other industry. Petrillo is still demanding double-standbys for FM. He hasn't shown his hand yet on television aside from barring AFM members from performing for it. He's trying to coerce networks into forcing their affiliates to hire staff bands, whether or not they perform.

The powerful labor lobby on Capitol Hill is working overtime to defeat the Lea bill. Chairman Lea, however, hasn't had any tangible indication of support from broadcasters. Certainly it is the duty of every broadcaster to let his Congressional delegation know of radio's interest in the bill for it is clear that what benefits the public will benefit radio.

"By their fruits ye shall know them" is a Biblical line used by the District of Columbia Appellate Court some years ago in a radio case. Judge Miller served on that court before taking the NAB helm.

We respectfully suggest that Mr. Miller take a good look at the AFM fruit stand.

Our Respects To -

JAMES DAVIDSON TAYLOR

A YEAR AGO, when V-E Day was still a hoped-for-event, Dave Taylor was putting the finishing touches on detailed plans for the post-war operation of the German radio under allied control, plans which were subsequently put into effect with only minor changes. At that time Taylor was first assistant to William S. Paley, then Chief of Radio, Psychological Warfare Bureau, SHAEF, whom he succeeded in that post.

Today, as CBS vice president and director of programs, Taylor is again making plans again reporting to Mr. Paley. But now his plans concern the use of radio not for the instruction and reeducation of a conquered nation but for the entertainment of a free and choosy American public. A year ago his plans were top secrets; today he is equally silent-telling questioners to come back a year from now, when he can point to specific accomplishments instead of mere objectives.

For this task, Taylor has had an excellent background. Born in Shelbyville, Tenn., Feb. 26, 1907, he went to grade school at Fulton, Mo., high school at Brookhaven, Miss. After receiving his bachelor's degree from Mississippi College at Clinton, Miss., Taylor went to Southern Baptist Theological Seminary at Louisville and is probably the only network vice president entitled to write Th. M. after his name.

Music, which fills better than half of all broadcasting time, has occupied an equally large place in Taylor's life. Starting in the usual manner by taking piano lessons as a child, Dave studied voice and picked up a playing knowledge of the banjo, ukelele, flute, baritone horn and any other instrument within reach. In college he followed a familiar radio formula, doing justice to culture by spending three years as president and soloist of the glee club and providing commercial entertainment as musician and singer with a dance band.

Dave began his radio career with no idea that that is what it would turn out to be. At the start of his senior year at the Seminary in the fall of 1929 he was looking for an after-school job; a friend suggested that he might get on a Louisville station as an announcer, he took an audition at WHAS, got the job, and from October until the following spring went to school from 8 a.m. to 5 p.m., worked at the station from 6 p.m. to 1 a.m.

The summer of 1930 Dave made his first trip to Europe, biking through England, France and Germany, where he paid more attention to their radio operations than to scenery and historic monuments. That fall he returned to

(Continued on page 52)

KOIN *Music is* RADIO *Music...*

SUMMING UP RADIO MUSIC—

KOIN's Musical Director Owen Dunning says: *"Radio is neither concert hall nor barn dance, but must have the characteristics of both. Intelligent selection and performance in these extremes, and all music between, are requisites of radio musicianship."*

Which accounts for the popularity of KOIN music, ranging from the full instrumentation of "Northwest Neighbors" to concert arrangements of "Speaking of Music" and light-hearted novelties in "Fiddlers Four."

MEL HANSEN *(below)*—Pianist-composer-arranger, Mel has plenty of know-how when it comes to coaxing melodies out of a concert grand. Has numerous published compositions to his credit, and is tops as an arranger.

OWEN DUNNING *(above)*—KOIN musical director, Owen has been on the staff since 1929. Is one of the finest trumpet players in the west, and adds violin, viola and bass to his list. As director, is extremely versatile.

KOIN CBS

PORTLAND, OREGON

FREE & PETERS, Inc.,
National Representatives

WINN
Louisville
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE General Manager

Respects

(*Continued from page 50*)

WHAS, where for the next three years he did almost everything that does not require an FCC operating license. He announced studio programs; made many sports and "special" events broadcasts; sang and conducted the chorus and orchestra. He wrote continuity, produced programs and even tried his hand at selling time.

In 1933 Dave learned that CBS, of which WHAS is an affiliate, was looking for someone to announce the Sunday afternoon broadcasts of the New York Philharmonic Orchestra and also do out-of-studio ad lib broadcasts for the network's news department. Again Dave took an audition; again he got the job, with producing shortly added to his announcing duties.

Dave's first production assignment was on *Mary, the Little French Princess*, whose director, Martha Atwell, "was wonderfully kind and helpful to me," he says. "But for that matter," he continues, "so was everyone else at CBS from Paul White, who as director of news and special events had arranged for my audition, right down the line."

For two years Dave carried his curiously assorted schedule, announcing the Philharmonic concerts and many ad lib events, with an assignment to cover the maiden voyage of the French liner *Normandie* as the high spot, and producing programs of every category, including such noted shows as *March of Time* and *True Story Hour*. In 1935, following the *Normandie* voyage, Dave was transferred from the production to the program department, where as a starter he was put in charge of Orson Welles' *Mercury Theater on the Air* series.

From then on promotions came rapidly. In 1936 Dave was made head of serious music for CBS and the following year head of the music division. Later that year, after another summer European visit when he studied the British and continental experiments with television as well as their sound broadcasting systems, he was named assistant to the director of broadcasts and subsequently assistant director of broadcasts.

In January of 1944 Dave went on leave for wartime Governmental duties as a civilian assigned to General Eisenhower's headquarters. First as assistant to Mr. Paley and then as his successor as chief of the radio section of PWB, SHAEF, Dave was charged with the use of radio for propaganda against the enemy, with the rehabilitation of radio in liberated areas and with the seizure and control of the Reichs Rundfunk Gesellschaft and all German radio.

When his plans for this vast undertaking had been received and approved, in March 1945, Dave expected to return home, but instead he was asked to draw up similar plans for motion pictures, theatre and music and so remained abroad for another six months as chief of the Film, Theatre and Music Control Section, Information Control Division, U. S. Forces, ETO.

On Nov. 16, 1945, he rejoined CBS as director of programs and on December 21 was made vice president and director of programs, sharing with Edward R. Murrow, former chief of the CBS European office who was appointed vice president and director of public affairs, the responsibility for all CBS broadcasts. Close personal friends with markedly similar programming ideas and ideals, Murrow and Taylor will cooperate closely in all program matters, Mr. Taylor says, emphasizing the point that they will share, not divide, their joint responsibility for the network's overall program operations.

Topping the six-foot mark by several inches, Taylor is slender and youthful in appearance, looking more like a college basketball star than a corporation vice president. His chief hobby is writing—fiction, poetry, critical articles and essays—and he has had "fairish amount" published, he says, immediately adding that the "real writer" of the Taylor family is his wife, who was formerly with the *Courier-Journal* and AP and whose "Collected Works of Mrs. Peter Willoughby" was published last year under her maiden name, Mary Elizabeth Plummer.

Dave is also interested in contemporary art and is a member of the advisory committee of the Museum of Modern Art. He confesses to "dabbling a little with paints" himself, but says he's still a long way from the exhibition stage.

LEGION OF MERIT was presented to Lt. Col. Thomas M. Kersey, vice president of Ivey & Ellington, New York, by Lt. Gen. Levin H. Campbell Jr., Chief of Ordnance, Army Service Forces, for outstanding service [BROADCASTING, Jan. 21].

Adds Two in U. S.

ADDITIONS to Canadian Broadcasting Corp. sustaining networks are two American stations, KGCX Sidney, Mont., and WHDH Boston. Both stations are taking CBC networks a number of hours each week, WHDH using eight hours weekly.

CJRL Moves

CJRL Kenora, Ont., has moved its studios from Kenrica Hotel to Brydon Block, Main St.

BROADCASTERS MAY ORGANIZE IN S. A.

A MOVEMENT among broadcasters of Central and South America to organize an association not unlike the NAB was reported last week to be gaining headway.

First conceived by several station owners during the inter-American radio conference at Rio de Janeiro last September, the movement has acquired additional support, according to Albert M. Martinez, vice president of Melchior Guzman Co., of New York, representative of Latin-American radio stations, newspapers and magazines.

Latin radio interests were said to be meeting last week in Mexico City to prepare preliminary reports for submission to the Inter-American Assn. of Broadcasters Congress which is to be held in mid-March in Havana. Mr. Martinez predicted that a formal association of broadcasters might emerge from the Havana congress, arrangements of which are in the hands of Goar Mestre, general manager of Cuba's radio network.

Need for establishment of standards of practices for Latin broadcasting was said to be the motivation behind the organization movement. Mr. Mestre, in a communication to Mr. Martinez, was quoted as saying that between 200 and 400 Latin American station owners were expected to attend the Havana congress.

Howard Landgraf

HOWARD M. LANDGRAF, 49, treasurer of Klau-Van Pietersom-Dunlap Assoc., Milwaukee advertising agency, died Jan. 15, after an illness of three months. He had been a member of the organization since 1935, treasurer since 1941.

Radios to Alaska

ALASKA is receiving one of its first shipments of civilian postwar radios, being sent by John Meck Industries, Plymouth, Ind. Consignment was made through Seattle Radio Co., Meck distributor for the northwest area. Sets were shipped by air express to Anchorage.

GE Television Book

GENERAL ELECTRIC Co., Schenectady, through its television station, WRGB, last week issued a book by Judy Dupuy, titled *Television Show Business*. Fully illustrated, the 233 page book presents information on all phases of television of interest to sponsors, producers, artists and technicians. Miss Dupuy goes thoroughly into methods of televising dramatic productions, sports, forums, and other type shows which have proved difficult. At the conclusion of each chapter is a compact working outline for televisors to follow, which points out the "do's and don't's" of producing that type show. The handbook is based on five years of operation of WRGB Schenectady. It sells for $2.50 direct from General Electric, Schenectady.

TRY SOME?

During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders *have* tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

THE RURAL SURVEY
(Initial Notes)

As you know, gentlemen, Station KFI has long claimed superior coverage of the rural areas of Southern California. Through a highly concentrated program effort beamed directly to the agricultural market, we have built up a listener loyalty outside the Hooper surveyed areas that has never been questioned. But now, for the first time, we have statistical proof of the extent of the preference rural listeners give KFI.

In the Spring of 1945, Jessie Locke Moffett and her noted staff of researchers surveyed 220,000 rural boxholders within a radius of 750 miles from KFI. The questionnaire asked what radio station is depended upon for agricultural information and what Los Angeles station (if any) is listened to most. The survey covered California plus nine surrounding states and here are a few of the interesting results: (1) In only 7 California counties did KFI receive no mention among preferred stations for agricultural information; (2) KFI is preferred for agricultural information in Southern California by an overwhelming majority. In only two counties did the preference fall below 53% for the station; (3) KFI is listened to most in Southern California by 47.7% of the rural population with 24.7% given the next highest L.A. station.

(Detailed report of the complete survey available soon. Watch for it.)

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Sets Being Made In Spite of Strike

Most Big Producers Still At Work on Receivers

OUTPUT of radio receiver sets for the public, still in the trickle stage at many plants but picking up at others, is not seriously affected by the UE-CIO strikes at General Electric Co., Westinghouse Electric Corp. and electrical division of General Motors Corp.

Largest producers such as Philco, RCA and Zenith are not on strike nor are many others such as Wells-Gardner, Galvin, Emerson and Stromberg-Carlson.

General Electric's volume production is not yet under way. General Motors plans to introduce a line of Delco home sets along with its line of auto radios but has not yet reached a volume basis. Westinghouse, according to A. W. Robertson, chairman of the board, has attained only "scant" production of some "samples" for dealers and is virtually unable to obtain parts.

Only Fifth in Production

According to Radio Manufacturers Assn. only about a fifth of the hundred or so plants planning radio set output actually are turning out receivers in any volume. None of these have their production lines operating at the pace promised last autumn, judging by market information.

OPA pricing of new lines is no longer a serious bottleneck, with the agency likely to be on a current basis by February. Low prices set by OPA have discouraged a number of producers from getting into production since they lack the bargaining power and efficiency of the old-line manufacturers. OPA has approved price lists for 80 set manufacturers.

Should the CIO strikes spread from the big three electrical equipment manufacturers to other plants the effect on already limited production will be serious. The big three are serving as guinea pigs in the CIO strikes. Most eastern plants are CIO whereas the midwest manufacturers are AFL.

Prolonged strikes in steel and aluminum plants eventually would find component and parts suppliers exhausting their metal inventories and this in turn would hold up set makers. Already some of these suppliers have been hard hit by strikes, in at least one case stopping output six weeks.

Panama Exposition

HP5H PANAMA, "La Voz del Pueblo," will be official and exclusive transmitter to broadcast radio programs direct from the National Exposition in Panama March 16-23. Leading American manufacturers have already reserved time on station to bring products to attention of South America. Broadcasting Program Service, New York, is U. S. representative.

MANAGEMENT

CHARLES C. CALEY, who recently returned from Army service as a captain, has been elected executive vice president of WMBD Peoria and its sister station, WDZ Tuscola, Ill. He was in Washing and New York last week with **EDGAR L. BILL**, president of the station, to renew acquaintances and handle station business.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, was host at a cocktail party and reception Jan. 24 at the studios to introduce **TED STEELE**, newly appointed musical director, to the trade.

DON SEARLE, ABC Western Division vice president, with shifting of Philco "Radio Hall of Fame" from New York to Hollywood Jan. 21, was host at a cocktail party and reception for cast as well as members of radio and film industries on that day.

JIM HUMPHREYS, manager of CJCH Halifax, N. S., was stricken with flu at Montreal while enroute to Toronto on business. He is currently in Montreal.

EDGAR KOBAK, president of Mutual, was to address Jan. 28 session of advertising and selling course given by Advertising Club of New York.

CARL GEORGE, assistant general manager of WGAR Cleveland who served as Pacific theatre war correspondent for station, has been awarded a citation by the 37th Division Veterans' Assn. for his service as war correspondent.

WALTER BOWRY has returned to WMBG Richmond, Va., as assistant general manager after 33 months' service in the Navy. He is USNR lieutenant.

A. L. CHILTON, principal owner of KSKY Dallas, Tex., and KGHI, Little Rock, Ark., and **S. C. VINSONHALER**, general manager and part owner of the Little Rock station, were in Washington last week for conferences with their attorneys and engineers.

HORACE L. LOHNES, Washington radio attorney, is back at his office following an illness which had him hospitalized for a period last month.

LOUIS E. LEPROHON, former commercial manager of CKAC Montreal, has been appointed managing director of CKSB, new 1,000 w station at St. Boniface, Man., scheduled to go on the air in April. Mr. Leprohon was with CKAC until about two years ago when he joined F. H. Hayhurst Co., Montreal advertising agency, as radio director.

CHARLES BREWER, North American director of BBC in New York, is in Lutheran Hospital with pneumonia.

ROGER W. CLIPP, president of WFIL Philadelphia, has been named vice chairman in charge of publicity for Victory Clothing Collection in Philadelphia. Radio stations, newspapers and other advertising and publicity media have begun all-out drive to urge citizens to contribute to collection to alleviate shortage in Europe, the Philippines and Far East.

NORMAN BOTTERILL, manager of CJOC Lethbridge, Alta., has been appointed manager of new 5,000 w station CJBC St. John, N. B., which is expected to go on the air early this summer. He is being replaced by **BILL GUILD**, commercial manager of CKOC Hamilton, Ont. Mr. Botterill formerly was commercial manager of CKWX Vancouver and CJCA Edmonton.

BILL STOVIN, recently discharged from the RCAF, has been appointed manager of a new 250 watt station, CJBQ Belleville, Ont., which is to open in May. Mr. Stovin was formerly with CKSO Sudbury, Ont. and CKCK Regina, Sask., is a son of **HORACE N. STOVIN** of H. N. Stovin & Co., station representative, Toronto.

Maddy Is Expelled By AFM Executives

Detroit Music Prof. Calls It 'Spite-Work' by Petrillo

DR. JOSEPH E. MADDY, storm-center of AFM's ban on student broadcasts, is no longer a member of the union.

On trial before the AFM executive board last week for "violation of the union constitution," the Detroit music teacher was expelled Jan. 18. James C. Petrillo, AFM head, was conspicuous by his absence.

Dr. Maddy's difficulties with his union (he is a member of the Richmond, Ind. local) arose in 1942 when Mr. Petrillo ordered a series of NBC broadcasts by the Interlochen (Mich.) Camp student's orchestra discontinued on the grounds that they were in competition with union musicians. Dr. Maddy heads the camp.

Dr. Maddy termed his expulsion "pure spite-work" and said "Petrillo was out to get me and the hearing was just a token gesture."

The nationally known educator has been a member of the AFM for 37 years.

He is scheduled to describe his difficulties with Mr. Petrillo Feb. 2 when he addresses the National Music Teachers Assn. at Northwestern U.

Crosley Car Ready Soon

NEW CROSLEY low-cost, lightweight auto will be ready for the market soon, according to Powel Crosley Jr., president of Crosley Motors Inc., and former owner-operator of WLW Cincinnati. He is now concentrating on the midget autos, since selling Crosley Corp. to Avco last June.

THE *Fred. A. Palmer* CO.
SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS *on* MANAGEMENT *and* OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

Check these features

of Type GL-813 beam power TRANSMITTING TUBE

Low driving power requirements—as little as 0.5 watt (Class C telegraphy)

Neutralization unnecessary when used in adequately shielded circuits

260 watts of plate power output, Class C typical operation

30 megacycles maximum frequency at full ratings; up to 60 at reduced ratings

Type GL-813 **Price $22**

✔ HERE is first-class G-E tube value—an economically priced beam power amplifier that delivers substantial plate output with very little driving power, and requires no neutralization in circuits which employ proper shielding.

Type GL-813 is an excellent high-power frequency multiplier, also an ideal power amplifier for the final stage of transmitters where quick band change without neutralizing adjustments is desirable.

Beam power design, and compact over-all tube dimensions making for short internal leads—these features contribute to high power sensitivity and exceptional efficiency of operation.

Type GL-813 is but one of a wide range of popular transmitting tubes bearing the G-E monogram, and conveniently and *quickly* available from tube stocks in all parts of the country. Phone your G-E office or distributor. He can serve your tube needs promptly, and will be glad to discuss your requirements.

Electronics Department,
General Electric Company,
Schenectady 5, N. Y.

Characteristics of Type GL-813

No. of electrodes	4
Filament voltage	10 v
Filament current	5 amp
Max. plate voltage	2,000 v
Max. plate current	0.18 amp
Max. plate input	360 w
Max. plate dissipation	100 w
Gm	3,750 micromhos

Watch for announcements of NEW G-E tubes that set NEW standards of performance in FM and other transmitters operating at the higher frequencies.

GENERAL ELECTRIC

161-21-6880

TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES ★ VACUUM SWITCHES AND CAPACITORS

We BORN Em!

Doc Stork has no corner on this "borning" business. We're sort of radio idea obstetricians ourselves. For proof, we've given birth to plenty of campaigns that have clicked tremendously well.

How about a sure-fire WMMN idea that will assure you one of America's Greatest Direct Response Audiences and Sales Success.

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

AGENCIES

RALPH L. POWER Adv., Los Angeles, specializing in technical radio accounts, has relinquished financial interest in Walter Biddick Co., radio production firm and stations representative.

BOOKER-COOPER Inc., Los Angeles agency, has moved to new offices at 1235 W. Sixth St. Telephone is Michigan 7780.

WILLIAM CLAFFEY, with discharge from AAF, has joined Beaumont & Hohman, Los Angeles, as account executive. Prior to service he was with The McCarty Co., Los Angeles.

MERLE R. FULLER, former vice president of Gardner Adv., St. Louis, is now in charge of recently opened St. Louis offices of Simonds & Simonds, Chicago. Address is 611 Olive St., St. Louis.

Mr. Fuller

ROBERT E. JACKSON, formerly with Ruthrauff & Ryan and other agencies as merchandising director and account executive, has been appointed by W. J. Smith Co., Louisville, Ky., in charge of account of Louisville & Nashville Railroad Co. as well as of all other national accounts serviced by agency.

GENE POWERS with Army release has replaced **LESTER HOPPER** as head of copy department of Raymond R. Morgan Co., Hollywood. **JIM MORGAN**, formerly with San Francisco stations, has joined agency as account executive.

LEN CAREY, discharged from Marine Corps with rank of captain, has joined Lockwood-Shackelford Adv., Los Angeles, as account executive. **HOWARD HELMICK** has been added to agency's Hollywood radio production division as account executive. He was formerly public relations director of W. A. Bechtel Co., San Francisco. **GEORGE ARTHUR**, former program director of KPRO Riverside, Cal., also has joined agency radio division as writer-producer. In addition he narrates weekly "Dusty Records" program, sponsored on KECA Hollywood by Los Angeles Furniture Co.

JORDAN & LO BUONO Adv., new Los Angeles advertising agency, has been organized with offices at 649 S. Olive St. Telephone is Trinity 4039. **PAUL R. JORDAN**, who formerly operated as Paul R. Jordan Adv., and **JOHN LO BUONO**, former account executive of Grant Adv., Chicago, and prior to that with West-Marquis, Los Angeles, head new firm. **KAY KENEFICK** is in charge of media department. Account executives include **DON WILDER**, recently discharged from Army, and **LEE ROBERTS**, formerly of Buchanan & Co.

JOSEPH J. WEINER, formerly with Detroit advertising agencies, has joined The Blow Co., San Francisco.

DOUGLAS CRONIN, released from armed forces and former freelance writer, has joined Frederick Seid Adv., San Francisco.

SIMON & SMITH Adv., Portland, is new firm name of Pate, Simon & Smith. **MANFORD PATE**, former partner, has retired from agency field.

EDWARD C. RALEIGH, released from Army, has rejoined Honig-Cooper Co., San Francisco. **JANET BEISTEL**, formerly with McCann-Erickson, has joined agency's production department.

ROBERT COATE, San Francisco office manager of Foote, Cone & Belding, has resigned.

STUART CHOATE, former media director of Botsford, Constantine & Gardner, San Francisco, has joined Leon Livingston Adv. in similar capacity. **ROD McDONALD**, formerly with Wank & Wank, San Francisco, has joined Botsford, Constantine & Gardner, San Francisco, as space buyer and office manager.

DUDLEY L. LOGAN Adv., Los Angeles, is new firm name of Logan & Arnold Inc., now located at 448 S. Hill St. Telephone is Trinity 8194. **DONALD MURPHY**, former president of National Industrial Advertisers Assn. and prior to that account executive of Reincke-Ellis-Younggreen & Finn, Chicago industrial agency, has joined Dudley L. Logan Adv. as account executive. New agency accounts include Hughes Aircraft Co., Culver City, Cal.; Maurice Everett (California sportswear manufacturer).

A. J. REINER, released from Army Signal Corps as captain after four years' service in ETO, has returned to production department of Krupnick & Assoc., St. Louis.

MARGARET D. WHITTEMORE, for five years CBS assistant producer to **WILLIAM N. ROBSON**, has joined Kastor, Farrell, Chesley & Clifford, New York, as assistant producer to **JOE HILL**, agency's radio director.

ROBERT SIMPSON, former Reuters correspondent in Washington, has joined the international department of J. Walter Thompson Co. and will leave for India in February to become a member of agency's Bombay office.

BETTY BARRETT resigns as timebuyer for Donahue & Co., New York, effective Feb. 1. Duties will be taken over by **TOM LYNCH**, head timebuyer with agency.

MURIEL WRIGHT, formerly of Young & Rubicam, Toronto, has been appointed fashion director of Glasser-Gailey & Co., Los Angeles.

ANNE RECORDS, account executive and copy writer of Elwood J. Robinson Adv., Los Angeles, has resigned.

GEORGE COOKE, released from Navy as lieutenant, has been appointed timebuyer and coordinator of Paul Winans Adv., Los Angeles.

FRANK W. FERRIN, whose resignation as vice president and radio director of Leo Burnett Co., Chicago, is effective Feb. 15 [BROADCASTING, Jan. 21], has opened production offices in Equitable Bldg., Hollywood, under firm name of F. W. Ferrin Co. He will represent radio interests of Smilin' Ed McConnel and Ed Thorgenson and in addition will act as radio consultant for several agencies including Burnett and Shaw-Levalley Inc., Chicago. Known as "The Silver Fox of Radio" among his associates, he will use head of a silver fox as his trademark.

Mr. Ferrin

ADVERTISING MANAGEMENT SERVICE is new name of H. P. Edward Co., Los Angeles agency, now headquartered at 4990 Melrose Ave. Telephone is Hollywood 1458. **BRUCE LINDEKE**, account executive, has been named agency vice president.

DAVE LAMBERT, former New York magazine copy writer and production assistant, has joined the production staff of Robert F. Dennis Inc., Los Angeles agency.

STAN VAINRIB, former WIND Chicago staff announcer, has joined production staff of Arthur Meyerhoff & Co., Chicago. He produces about six shows weekly for agency.

MEL ROACH, office manager and producer of Smith, Bull & McCreery, Hollywood, has resigned.

EDWARD DONOVAN, former member of advertising department, Frigidaire Division, General Motors Corp., has joined copy staff of Ross Roy Inc., Detroit.

WILLIAM A. MAYHEW, former announcer at WBEN Buffalo, N. Y., has joined Armand S. Weill Co., Buffalo, as director of radio. Mr. Mayhew entered AAF in July 1942 as second lieutenant, served overseas for 22 months, participating in Wake Island and Truk raids. He was returned to inactive status Nov. 1945, rejoining WBEN the following month. Jan. 3 he was promoted to lieutenant colonel.

Mr. Mayhew

S. L. HUFFMAN, formerly with Moser & Cotins Adv., Utica, N. Y., has been appointed account executive of Griswold-Eshleman Co., Cleveland.

FRANK DANA FLAGG, out of Navy after four years' service, has joined Donahue & Coe, New York.

WILLIAM DOTY EDOUARDE, recently discharged as a sergeant after service with the Army in India, has returned to Badger & Browning & Hersey, New York, as timebuyer.

ALFRED L. TOPLITZ has been appointed vice president of Knickerbocker Advertising Co., New York, to head the agency's new accounts department.

HARRY M. JOBSON, former account executive of Schwimmer & Scott, Chicago, has joined Leo Burnett Co., Chicago, in an executive capacity.

HARRIETTE HERMANN, for four and a half years talent buyer and business manager of the radio department of Ted Bates Inc., New York, has resigned.

ATHERTON & GRESHAM, new West Coast advertising agency established at 6000 Sunset Blvd., Hollywood, has added **ALAN CAMERON** as production manager.

TAYLOR URQUHART has joined W. Earl Bothwell Adv., Pittsburgh, as head of radio department. He recently was released from Navy as lieutenant (sg).

HARRY TRENNER, former business manager for radio of William H. Weintraub & Co., New York, has been promoted to vice president in charge of radio for the agency.

JOHN GILLINGHAM, released from the Army and prior to that with KYA San Francisco, has joined Spencer Curtis Adv., San Francisco.

HELEN WENDT, ABC Hollywood engineering secretary, has resigned to join Foote, Cone & Belding, Hollywood, radio division.

LES CHITTY, account executive of Cockfield, Brown & Co., Toronto, is father of a girl.

"Bet we could peddle these over WGAC."

WGAC Augusta, Ga.

The Dominating Radio Influence in Monroe, Louisiana is KMLB

1944 CONLAN SURVEY	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,085	3,294	2,428	7,807
Listening homes	422	663	809	1,894
Percent of Potential Audience	20.2%	20.1%	33.3%	24.3%
Distribution of listening homes among stations:				
KMLB	73.7%	68.3%	53.0%	61.2%
Station A	13.0	19.9	15.8	16.6
Station B	12.8	15.2	23.3	18.1
Other	.5	1.6	7.9	4.1

Survey Periods: Monday through Saturday 8:00 AM to 10:00 PM; Sunday 4:00 PM to 10:00 PM.

Monroe, Louisiana December 3 through 9, 1944

1945 CONLAN SURVEY	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,076	3,628	2,670	8,374
Listening homes	548	869	749	2,166
Percent of Potential Audience	26.4%	24.0%	28.1%	25.9%
Distribution of listening homes among stations:				
KMLB	71.0%	64.6%	55.4%	63.1%
Station A	15.2	21.8	13.9	17.4
Station B	13.3	12.1	25.1	16.9
Other	.5	1.5	5.6	2.6

Survey Periods: Monday through Saturday 8:00 a.m. to 10:30 p.m.; Sunday 12:00 noon to 10:00 p.m.

Monroe, Louisiana November 4 through 10, 1945

Year-in, year-out every survey conclusively proves that KMLB has more listeners in Monroe (and northeastern Louisiana) than any other station. In fact, KMLB has more listeners than all other stations combined. To sell the Monroe trading area which annually has a buying power of $103,629,000.00 (1944 figures) KMLB is your time tested advertising medium.

ABC

KMLB

MONROE, LOUISIANA

J. C. LINER, JR.
Manager

HERE THEY COME!

Western Electric

"SALT-SHAKERS" ARE IN PRODUCTION

Being able to get Western Electric "Salt-Shaker" mikes once more is good news for broadcasters throughout the country. The low price, high quality and general adaptability of the "Salt-Shaker" make it the ideal all-purpose mike for studio and remote use.

Non-directional without its baffle, the "Salt-Shaker" becomes directional with it—and the baffle slips on in less time than it takes to tell about it. Graybar is now taking orders for early delivery.

Order yours NOW!

Distributed by GraybaR

AGENCY REPRESENTS EUROPEAN STATIONS

AN ENTERPRISING young ex-soldier last week set up shop in New York to act as U. S. representative for commercial radio stations in Europe.

The veteran, Paul Talbot, opened offices at 175 E. 79th St., with a client list of one: Radio Andorra, a 60,000 w station in the Pyrenees between France and Spain. Radio Andorra is the first station on the European continent to offer time to U. S. advertisers since the war.

Unlike stations in most other European countries, Radio Andorra is privately-owned, continued broadcasting throughout the war from the tiny state which remained unoccupied. Mr. Talbot, who was with the CBS television production department before his Army service, reports that Radio Andorra's signal reaches France, Spain, Portugal, Switzerland, parts of North Africa and Northern Italy and is strong in southern England late at night.

Mr. Talbot represents Fremantle Overseas Radio, of London, which plans a complete representation of commercial continental stations in the United Kingdom and the U. S.

Next major continental station scheduled to reopen commercial broadcasting is the powerful Radio Lux, of Luxembourg, which before the war carried a heavily sponsored schedule to most parts of Europe and the British Isles.

Commercial

EWART BLAIN, released from the Army as captain, has rejoined Free & Peters, station representatives, as account executive in the New York office. Prior to joining F&P he was with WFBL Syracuse. Mr. Blain enlisted Dec. 8, 1941, the day after Pearl Harbor. He was with Gen. MacArthur's artillery through the New Guinea and Philippines campaigns and in Japan.

THE FRIENDLY GROUP, comprising WFPG Atlantic City, N. J.; WJPA Washington, Pa., and WSTV Steubenville, O., has appointed Joseph Hershey McGillvra Inc. as exclusive national representative effective immediately.

WGRC Louisville, Ky., has appointed The Walker Co. as exclusive national representative effective immediately.

BILL YESS, formerly with WISH Indianapolis, has joined KPRO Riverside, Cal., and is to assume duties as commercial manager of KPOR Brawley, Cal., when latter station starts operations in February. **BILL GLEESON** is president of both stations. **DENNIS CAVANAUGH**, discharged from Army, has joined KPRO as account executive.

JACK BOWLES, formerly of WMAQ Chicago and recently discharged from the Navy, has joined the sales staff of KFRC San Francisco.

HARRIS OWEN, former studio director of KLRA Little Rock, Ark., has returned to station as commercial department member after two years' service in Navy.

FREE & PETERS, stations representative, has moved San Francisco offices to new quarters at 58 Sutter St. Telephone is Sutter 4353. **A. LEO BOWMAN** is manager.

WILLIAM W. BOONE, released from the Army after three years service, has returned to NBC Hollywood as assistant auditor. **ROBERT JOHNSON**, who handled duties while in service, remains in department as billing supervisor.

JAMES CORNELL, WBBM Chicago engineer before entering the Army two years ago, has returned to the station as a member of the sales staff. A technical sergeant in Army, he served in OSS with WBBM members, **FRANK FALKNOR** and **HOLLY PEARCE**.

CJBC St. John, N. B., new 5,000 w station on 1470 kc to go on the air early this summer, will be represented by All-Canada Radio Facilities.

CKSB St. Boniface, Man., first French-language station in western Canada, to go on the air about April 1 with 1,000 w on 1250 kc, will be represented by William Wright Co. at Toronto and Montreal.

CJBQ Belleville, Ont., new 250 w station on 1230 kc to begin operations about May, has appointed H. N. Stovin & Co., Toronto, as representative.

GEORGE BINGHAM has been added to the commercial department of WKIP Poughkeepsie, N. Y.

ROBERT E. McGOORTY, released from the Army after four and a half years' service, has been named to the sales staff of North Central Broadcasting System. He also will work on sales for Mississippi Valley Network. Mr. McGoorty formerly had been with United Sales Gypsum Co. and American Radiator Co.

Fire Hits WCBS

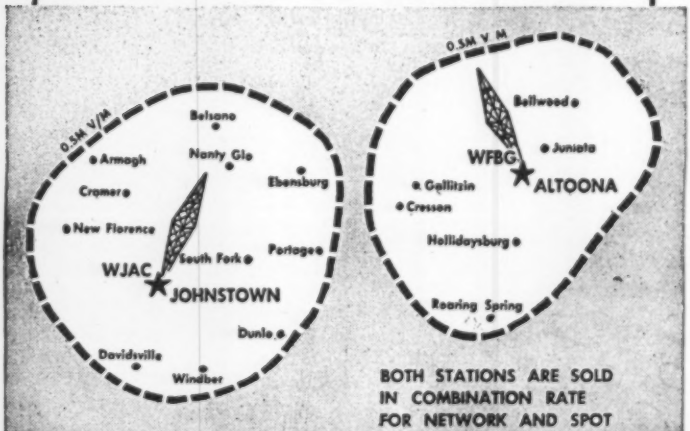
WCBS Springfield, Ill., was off the air until noon Saturday, Jan. 19, as a result of a fire which destroyed the transmitter sometime after midnight. Fire, causing damage estimated at $7,500, wasn't discovered until 5:15 a.m. Saturday, when station engineer, Roman Spittler, entered the building to find it filled with smoke. Entire station transmitter was destroyed, as well as the emergency transmitting equipment. An emergency transmitter was secured through the State Police, and an order placed for new equipment. By noon the station was on the air with its regularly scheduled programs. WCBS is an affiliate of ABC.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



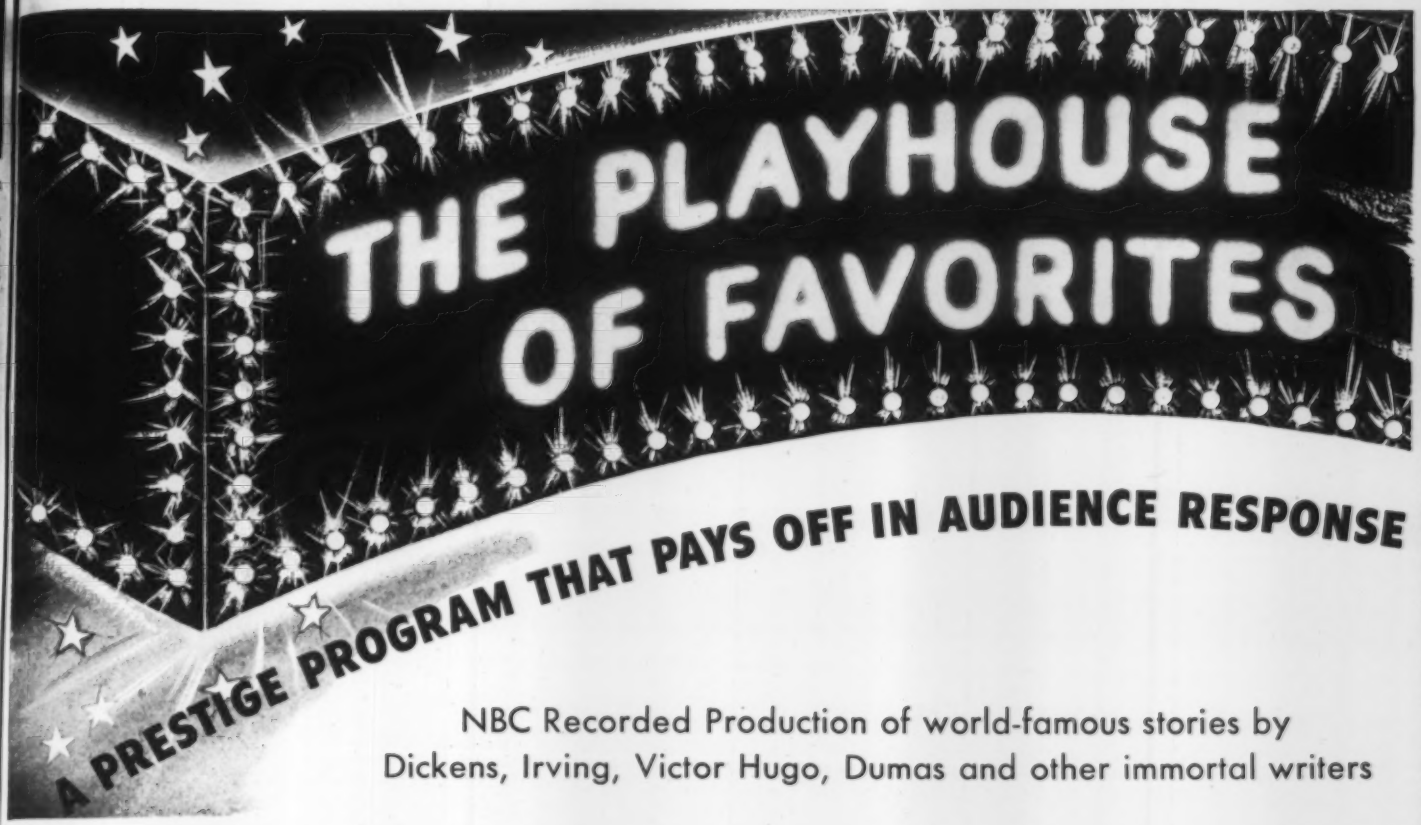
BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery



A PRESTIGE PROGRAM THAT PAYS OFF IN AUDIENCE RESPONSE

NBC Recorded Production of world-famous stories by Dickens, Irving, Victor Hugo, Dumas and other immortal writers

★ *WENDY BARRIE . . . in She Stoops to Conquer*
★ *FRANCES HEFLIN . . . . . in Evangeline*
★ *SIGNE HASSO . . . . . in Anna Karenina*
★ *LUIS VAN ROOTEN . . . . . in Moby Dick*
★ *WILL GEER . . . . . in Rip Van Winkle*
★ *JEAN GILLESPIE . . . in A Tale of Two Cities*

IT'S EASY to see why THE PLAYHOUSE OF FAVORITES scores such a hit with local radio audiences all over the country, why stations are proud to schedule this syndicated program in class "A" time, why it rings the sponsor's cash-register bell.

Things are bound to happen when NBC makes its own adaptations of the world's favorite stories . . . the haunting romances . . . the comedies . . . the hair-raising thrillers . . . that never grow old . . . masterpieces like *David Copperfield, Little Women, Legend of Sleepy Hollow* . . . tales that each generation acclaims in its turn.

For NBC recreates these stories in their original splendor . . . and gives its productions all the punch, pace and pull of the great radio shows on America's No. 1 Network.

NBC stamps each program with the mark of its top technique . . . its *superb production . . . flawless recording . . . unusual musical arrangements* . . . and the *inspired acting* of such radio-theater-movie stars as Signe Hasso, Karl Swenson, Les Tremayne.

And yet these network-caliber shows (which are exclusively *yours* in *your* sales-territory) come to you at a nominal cost because you share the expense with other advertisers in non-competitive areas.

Any wonder so many radio advertisers pick THE PLAYHOUSE OF FAVORITES . . . for real "audio" action?

THE PLAYHOUSE OF FAVORITES

now sponsored by: *Jewelers, Department Stores, Utility Companies, Bakeries, Drug Companies, other local advertisers . . .*

in such cities as: *Buffalo, Columbus, Honolulu, Los Angeles, Salt Lake City, Philadelphia, Cincinnati, Seattle, St. Louis, Oklahoma City.*

SCHEDULE:
1 half-hour program a week

NOW AVAILABLE:
52 weeks of broadcasting

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

KANS

NBC in WICHITA

KANSAS' No. 1 Market

Represented by

HEADLEY-REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco : Los Angeles

News

STUART WILSON has been appointed farm editor of WKBN Youngstown, O., which has organized a farm service department to offer personalized service to rural residents of counties in northeast Ohio and western Pennsylvania. In addition to conducting 6-7 a.m. farm service program each morning, Mr. Wilson will attend farm meetings, visit farms and county agent offices in area.

BRUCE BARRINGTON, news editor of KXOK St. Louis, has returned to the station after four and a half years in Army service. He had been ordered to active duty in July 1941 serving with coastal defense groups and later participating in Luzon campaign. **MAHLON R. ALDRIDGE Jr.**, who has been acting as KXOK news editor, is now assigned full-time acting station manager of the Star-Times Columbia, Mo., station KFRU, effective Feb. 1.

Mr. Barrington

DAN WOLF has been added to the news room staff of WHAS Louisville, Ky., as regional reporter and commentator.

STONEY McLINN, veteran sports writer and commentator of WIP Philadelphia, is writing a book on baseball with Ty Cobb collaborating.

STYLE BOOK, designed to raise standards of ABC news scripts, has been compiled by **RICHARD L. TOBIN**, ABC director of news. Book points out rules of grammar, network policy and other standards of news writing.

CARY CRONAN, recently discharged from the Army, has been appointed director of special events and publicity for WHNC New Haven, Conn. He is a former news editor of WELI New Haven.

FRANK EDWARDS, news commentator of WIBC Indianapolis, has been awarded the Veterans of Foreign Wars Citizenship Medal for his campaign to help veterans get transportation home for Christmas.

DON BRICE has returned to the news staff of WKBN Youngstown, O., after military service. In Europe he served with Patton's Third Army and received the Bronze Star Medal and Combat Infantryman's Badge. In addition he organized and edited the Red Circle News, Army division newspaper.

JAY ROYEN of the WRC Washington news room is the father of a boy born Jan. 20.

WILLIAM L. SHIRER Jan. 27 was to resume his weekly CBS commentary for J. B. Williams Co. (shaving cream), after a long illness.

MILT MILLER, soccer expert and member of staff of PM, Feb. 1 is to start "Soccer Sportlights" program over WHN New York, Fri. 10:30-10:45 p.m.

KERWIN HOOVER, released from Navy with rank of lieutenant after four years service, has joined KFI Los Angeles as news rewrite man. Prior to service he was with eastern newspapers.

TIM O'SULLIVAN, WGL Fort Wayne, Ind., announcer, has been promoted to news editor. He will gather, edit and present news with special emphasis on local happenings.

HELEN J. CRABTREE, until recently a WAC captain, is Chicago representative on the "Stop Accidents" campaign now being conducted by The Advertising Council in cooperation with the National Safety Council. Miss Crabtree served in the Fourth and Sixth Service commands during the war on Advertising Council campaigns in behalf of War Dept. In Chicago she will work directly with National Safety Council and The Advertising Council's volunteer ageny, Foote, Cone & Belding.

PHILLIP ALAMPI, new to radio, joins WJZ New York as head of newly formed farm service department. He will broadcast a daily quarter-hour show which will include farm news and interviews with agricultural leaders, starting Jan. 28, 5:45-6 a.m.

AUDIENCE for last broadcast of Rex Davis (seated), newscaster of WCKY Cincinnati who shifts to news staff of KMOX St. Louis, is composed of fellow workers who present him with traveling bag.

WFIL Hockey

WFIL Philadelphia will broadcast portions of all games of 1946 schedule of Philadelphia Falcons Ice Hockey Team. Games originating in Philadelphia will be described by Tom Moorehead, WFIL sports director. In Boston, Washington, New York and Baltimore local sportsmen will cover games via lines to WFIL. Complete third portion of each game will be recorded for broadcast same night. Stations cooperating are WMEX Boston, WFBR Baltimore and WMAL Washington. Schedule includes 30 games.

War Record

KAY KYSER'S NBC "College of Musical Knowledge," now entering ninth year on the air and sponsored by Colgate-Palmolive-Peet Co., has travelled more than a million miles or more than 44 times around the world during the war period to play at 1,900-2,000 service camps. Claiming to be first network program to originate from an Army camp with base originations for the broadcasts begun six months prior to Pearl Harbor, series grew out of an informal quiz feature Kyser staged as part of a show at Chicago's Blackhawk Restaurant in 1937. Kyser also opened and closed Hollywood Canteen. Program is now aired on 139 NBC affiliates.

Best Program

VARIETY program broadcast in Rio de Janeiro under sponsorship of Home Products International, "Radio Almanaque Kolynos," has been named best program of its type during 1945 by Diario de Noticias, a leading Brazilian newspaper. Program is produced by Rio office of McCann-Erickson.

JUST OFF THE PRESSES

"TELEVISION SHOW BUSINESS"

by

JUDY DUPUY

A COMPLETE handbook of television programming and production based on five years of experience at WRGB, the General Electric Television Station in Schenectady, New York.

Price: $2.50 per copy

All orders should be sent to the General Electric Review, Schenectady 5, N. Y.

GENERAL ELECTRIC

WRGB-18

KGHL

BILLINGS, MONTANA

5000 WATTS

790 KC

NBC

Represented by

THE KATZ AGENCY, Inc.

"I wish you'd listen to something besides WBZ."

"I wish you'd listen to something besides WCSH."

"I wish you'd listen to something besides NERN."

"I wish you'd listen to something besides WJAR."

"I wish you'd listen to something besides WLBZ."

"I wish you'd listen to something besides WRDO."

"I wish you'd listen to something besides WTIC."

NERN enthusiasts are found in 96.6% of all homes in New England, and, as a large and dominant group of consistent purchasers, they are a group well worth knowing. Concentrated in 2% of the nation's land area, they have 11% of the capital resources in U. S. Banks.

With over three times the power of any other combination in this area, NERN stations give this group carefully planned local programs and, through their NBC affiliation, the nation's top shows.

To reach this NERN audience for a daytime quarter-hour costs only $292, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal"

ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

PROGRAMS

WITH three "wise young owns" selected from audience as judges, weekly half-hour participation series "Let's Laugh, Ladies" started on NBC Pacific stations Jan. 19. Prizes and cash awards are given winners in laugh-producing contests. Program originates from Lido Room of Hollywood Knickerbocker Hotel. Archie Presby is m.c. with Harlan Dunning writer-producer.

Symphony Preview

DESIGNED as preparation for Saturday Young Peoples' Symphony Concerts at Los Angeles Philharmonic Auditorium, weekly half-hour morning education series started on KFAC Los Angeles for broadcast in school auditoriums. Presented by William C. Hartshorn, musical supervisor of city schools, program includes discussion and illustration with piano and recordings of works to be played. Series is set for 13 weeks.

Law Proceedings

WIRE RECORDING of California State Senate Chamber proceedings is feature of weekly half-hour series started as a public service program under title "Your Senate in Action" on KFBK Sacramento, Cal. Initial broadcast presented opening of a typical Senate session. Using parabolic microphone to pick up voices, subsequent broadcasts follow debate on important measures. Tony Koester, station director of news and special events bureau, is in charge of series. Survey of week's legislative accomplishments as well as summary of forthcoming schedule is presented by Herbert L. Phillips, political writer for McClatchy Newspapers.

New on WINX

TWO NEW transcribed musical shows have started on WINX Washington in Sunday periods. "Symphonetta", program of semi-classical transcribed numbers, is heard 11:15 p.m.-midnight sponsored by Sperling Furs, Washington. "Concerts by Celebrities", heard 6:15-7 p.m., is sponsored by Colonial Piano Co.

Future Stars

FUTURE RADIO performers are getting a chance to try their skills on new CBC Trans-Canada network program aired twice weekly under title "Stars To Be". Those on the air are prize students of Canadian Academy of Radio Arts [BROADCASTING, Nov. 19]. Program is part of regular training course.

In-School Series

IN-SCHOOL listening programs started by WTTM Trenton, N. J., include "This Is New Jersey," produced by New Jersey Department of Economic Development, Mon. 1:15 p.m. for all junior high schools; "Story to Order", delayed from NBC lines for elementary grades, Tues. 1:15 p.m.; "Books Bring Adventure", in cooperation with Trenton Junior League and Arts for Youth Council, Fri. 1:15 p.m. Schedule will be extended to Wednesday and Thursday.

Employer and Veteran

ESTABLISHING contact between prospective employer and returned serviceman is purpose of "Veterans for Victory" interview program started by KTUL Tulsa, Okla., as sequel to its "GI Bill of Rights Cavalcade" troup.

KPO Participation

AUDIENCE participation program started by KPO, NBC key in San Francisco, is "Hubbub Club", Fri. 10:30 a.m. (PST). Stunts and contests offer useful gifts to guests.

Youth Forum

ISSUES heretofore confined to adult thinking are now discussed over KTUL Tulsa, Okla., on "Young America Speaks" by four students from three participating high schools. Series is aired Thursday evenings.

Bowling Co-op

BOWLING operators in Salt Lake City area are cooperatively sponsoring a weekly bowling news program on KDYL featuring score summaries, interviews and oddities.

WTIC Veterans' Show

WEEKLY program highlighting activities of veterans has started on WTIC Hartford, Conn., under title "Ex-Yank, the Veterans' Newspaper of the Air." Program also assists in securing jobs.

Devotional Program

QUARTER-HOUR devotional period is being aired five mornings weekly on WOAI San Antonio. Message by local minister, prayer and sacred music is presented.

Veterans Interviews

TITLE of new five weekly feature on WIBC Indianapolis is "The GI Talks It Over", aired 9:45-9:55 p.m. Veterans' opinions and problems are discussed in interviews.

International Forum

TWO Des Moines high school students and two British students April 9 are to compete in two-way BBC-KRNT Des Moines forum program to originate from London and local Des Moines high school auditorium. Broadcast will be part of regular weekly KRNT "Junior Town Meeting of the Air". An elimination contest will determine Des Moines contestants.

ABS Hollywood Show

FORUM discussion of new major movie releases constitutes format of new ABS program "Preview Report From Hollywood", starting on network Feb. 13 for 13 weeks in Wed. 10:45-11 p.m. period. Program is under supervision of Alice Evans Field, director of studio and public service of Motion Picture Association of America.

Recipes

WCKY Cincinnati has started daily afternoon "Mystery Chef" program of kitchen gossip and recipes.

Overseas Beam

ALL-NIGHT disc show conducted by Joe McCalley on WIP Philadelphia, "Dawn Patrol", will be beamed to New Zealand several times a month at request of listeners there. Only 3-6 a.m. period will reach New Zealand. Program has been running for over five years with Pep Boys, auto supply store chain, as sponsor.

Baby Care

DOROTHY DAY, director of women's programs at WINS New York, last week undertook to sell a novel commodity—babies, live ones. On behalf of Foster Home for Children, comprised of 15 aid agencies, Miss Day on her regular Monday through Friday broadcasts 10:05-10:30 a.m. began searching for foster parents who will be fully compensated for the care they give the children. Compensation is underwritten by New York Department of Welfare, Department of Hospitals and Children's Court.

KGGF Club

KGGF Coffeyville, Kan., has started "The 690 Club", daily supper-hour musical feature presenting two m.c.'s on alternate evenings with variations between swing and classical numbers.

Dinner Music

LIGHT concert and light symphonic music is featured on "Music for Dinner", new supper-time series on WOV New York.

1st CHOICE IN CHATTANOOGA IS

WDOD

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

"I would have advertised over WFDF Flint—but the supply is limited."

Time Is Extended On Hooper Calls

Interviewers Are To Continue Phoning Through 11 p.m.

HOOPER interviewers, beginning in February, will continue the calls until 11 p.m. the first week of each month, instead of quitting at 10:30 p.m. as heretofore, permitting programs broadcast during that half-hour to be rated on "actual coincidental interviews rather than a computation formula" for that week. Computations, however, will continue to be used in the second report of each month.

Daytime interviews, formerly conducted during the second week of the month, have been moved to the first week, and the 15th-of-the-month Hooper reports will include ratings for daytime as well as evening programs for the same week, first seven days of the month, effective with the Feb. 15 report. The daytime report previously published on the 23rd of the month will be discontinued.

Daytime program ratings will also be included in the Hooper report issued on the 30th of the month, covering program audiences for the week of the 15th to the 21st. These second daytime ratings will be based on actual interviews in the larger cities in which interviews are made and the national ratings computed by applying the ratio between listening in these cities and in the entire 32-city sample during the first week of the month to third week listening.

These changes will be incorporated in the Hooper pocketpieces as well as the complete reports, adding that on April 15th "program sets-in-use" figures will be added to the national sets-in-use already shown in the pocketpiece.

Another change in the Hooper procedure is that sponsor identification and audience composition questions are each now being asked for three interviewing periods, covering a month and a half, straight, instead of being alternated as before.

'Fibber' Tops in Canada

MOST POPULAR evening program in Canada in January was *Fibber McGee and Molly*, with a rating of 38.7, according to the January evening national radio report of Elliott-Haynes Ltd., Toronto. Sets-in-use was 48.5. Second most popular show was *Charlie McCarthy*, 37, followed by *Radio Theatre*, 34.2, and *Green Hornet* (Canadian origination) and Bob Hope, 21.4. Other ratings: *Album of Familiar Music*, 21; *Treasure Trail* (Canadian), 20.4; *Request Performance*, 20.1; NHL Hockey (Canadian), 19.9; *Waltz Time*, 18.1; *Big Town*, 17.9. Five most popular French programs were *Un Homme et Son Peche* with a rating of 35.6 and sets-in-use 46.7; *Lazaire et Barnabe*, 34.9; *Le Railliement du Rire*, 33.9; *Tourbillon de la Gaiete*, 31.5; *Taxi 13*, 29.8.

Crash Coverage

WBRY Waterbury, Conn., cancelled two regular announcements at 12:15 and 12:30 between net shows to substitute bulletins announcing the Cheshire, Conn., plane crash which took the lives of 17 people. The one o'clock news was edited in the city room of the *Waterbury American* where facts were coming by phone. At 1:30 Program Director Charlie Lynch interviewed George Flynn, American reporter who had just returned from the scene of the tragedy. Local papers were on the street at 2 p.m. E. Christy Erk, WBRY commentator, gave an eye witness account of the scene on his 6:30 p.m. program.

CAB POCKET-SIZE REPORTS ARE ISSUED

FIRST EDITION of a new pocket-size ratings report by Cooperative Analysis of Broadcasting was issued to subscribers last week. A new CAB department is handling it.

The report, printed in four colors on a large sheet which is folded to a size of four by eight inches, lists network shows in order of rank of their popularity ratings. It will be issued semi-monthly.

List of leading night time programs, in order of their CAB popularity rating, follows:

One-hour programs: *Lux Radio Theater*, 21.2; Kay Kyser, 11.3; *Theater Guild on the Air*, 4.2; *Ford Sunday Evening Hour*, 3.4; *Boston Symphony*, 2.7.

Half-hour programs: Bob Hope, 23.9; *Fibber McGee & Molly*, 23; *Charlie McCarthy*, 21.9; Jack Benny, 20.3; Fred Allen, 19.9; Red Skelton, 19.7; *Mr. District Attorney*, 18.3; Eddie Cantor, 17.1; *Kraft Music Hall*, 15.7; *Screen Guild Players*, 15.6; *Sealtest Village Store*, 15.5; *Amos 'n Andy*, 15.2; Abbott & Costello, 15; Joan Davis, 14.8; *Fitch Bandwagon*, 14.6.

Possibilities of Video In Education Discussed

SUGGESTIONS for use of television in education were made last week by Herbert E. Taylor Jr., director of transmitter equipment sales for Allen B. Du Mont Laboratories Inc., and Robert F. Jamieson, assistant manager of Du Mont Television station WABD.

The two Du Mont officials, speaking at a meeting of the New York Speech Assn., in the WABD studios, visualized intraschool television systems which would permit demonstrations in "hundreds of classrooms simultaneously."

Mail Response Soars When "HAPPY HANK" Switches to WTAG

1 (previous station) TO 26 (WTAG)

The youngsters in Worcester and Central New England rise early, almost as a unit, to enjoy Happy Hank on the Coco-Wheats program at 7:30 a. m. This feature came to WTAG a year ago from another local station.

In the first two weeks on WTAG, Happy Hank received as many letters (with evidence of purchase), as the previous station totalled for an entire year. And now, a year later, this spirited feature shows no sign of diminishing returns. To the sponsor's delight, about 150 letters a day keep pouring in from a multitude of enthusiastic listeners. Here again is mounting evidence of the tremendous pulling power of WTAG's ever-ready and ready-made audience in New England's third largest market. No wonder a large majority of advertisers, both local and national, insist on WTAG to cover this prosperous Central New England market.

PAUL H. RAYMER CO. National Sales Representatives

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

ALLIED ARTS

RAY JONES, executive secretary of Chicago local of **AFRA**, told members of the Chicago Radio Management Club Jan. 23 that management, not talent, must take the initiative in making Chicago an important radio center. More idea shows might stop talent exodus, he said, suggesting committee be named to "iron out their mutual problems." AFRA membership there now is about 730, he pointed out, which is more than figure for 1936, noted as year of Chicago radio zenith.

FRANK D. O'SULLIVAN Jr., former New York and Washington newspaperman recently discharged from the Army, has been appointed advertising and promotion manager for New York distributors of The Crosley Corp.

FRANK E. MANNING, formerly on B-29 liaison committee as representative of Glenn L. Martin Co., Baltimore, has organized new marketing and research organization under title Pacific Marketing & Research Inc. Offices are located in Portland and Seattle.

INDUSTRIAL SURVEYS Co. has been formed at Montreal by **PAUL HAYNES**, former partner in research firm Elliott-Haynes Ltd. New company is affiliated with Industrial Surveys Co. of New York and Chicago. Consumer research and opinion polls will be handled. **DR. MATTHEW N. CHAPPELL** of New York will act as consultant, post he held formerly with Elliott-Haynes.

SHIRLEY KAY, former public relations director of Muzak Corp., has opened her own public relations office, Shirley Kay Assoc., at 1674 Broadway, New York. Telephone is Circle 5-7427. Miss Kay previously was with Monogram Pictures and John Irving Fields and handled publicity for Barbasol Co. and Aeronca Aircraft Corp.

JAMES E. SAUTER, head of Air Features Inc., New York, has been named director of the radio committee and vice chairman of the public information committee for American Red Cross 1946 Fund of Greater New York. Campaign is scheduled to run March 1-31.

E. V. HYDE of Dallas and **DONALD E. GALLOWAY** of Rochester, N. Y., have been appointed district merchandisers of the radio sales organization of Stromberg Carlson Corp. Mr. Hyde will cover south central territory and Mr. Galloway will serve in upstate New York and New England.

J. DAVID CATHCART, former assistant director of RCA Victor market research dept., has been appointed advertising manager of RCA Victor home instrument division. He succeeds **THOMAS J. BERNARD**, appointed to company's public relations division to work on special assignments under supervision of Director **JOHN K. WEST. WALTER M. NORTON** has been named director of expanded education and training division of RCA Victor. For 18 years Mr. Norton was with merchandising and sales promotion staff of Montgomery Ward & Co., Chicago.

Mr. Cathcart

DR. FORREST KIRKPATRICK, Dean of Bethany College, will act as consultant to RCA Victor in school and college relations. **PAUL R. THORNTON** continues as sales and merchandising manager of education and training division. RCA Victor plans to make available for educational and industrial fields sound systems, broadcast equipment including AM and FM transmitters and receivers, recording equipment, electron microscopes, tubes, records.

DAVID F. CROSIER, for three years eastern manager of Howard H. Wilson Co., New York, station representative, has joined Frederic W. Ziv Co. as New York sales contact.

ARTHUR BECKWITH, formerly with Joseph Hershey McGillvra Inc., New York, has joined Rockhill Radio, New York, in charge of program service.

ROGER WHITE PRODUCTIONS, New York, is starting a new service to radio departments of advertising agencies. Ideas of agencies will be developed into programs and when completed will be transcribed and returned to agencies for sponsor approval.

EUGENE B. BEDELL, sales manager of Allied Record Co., Hollywood, has recovered from a major operation. He was confined to the hospital and his home for two months.

ENCORE RECORDS, new Hollywood recording firm, has been organized by **AL JEROME** and **JOHN WILLIAMS**, recently released from armed forces. Firm will specialize in jazz and race records. Classicals are planned for future release.

GEORGE A. HIRLIMAN, president of International Theatrical & Television Corp., New York, is in Hollywood for an indefinite stay.

KEVIN SWEENEY, manager of Fletcher Wiley Productions, Hollywood, is on a two month business trip contacting stations and agencies on behalf of "Sunrise Salute" and "Housewives Protective League" programs.

JACK CREAMER, released from Army as captain, has joined Frederick Bros., Beverly Hills, Cal., talent service, as head of radio department. Before service he was associated with **NAT WOLFF**, talent agent, and NBC Hollywood.

FREDERIC W. ZIV Co., New York, has added KOTA KWJB WGBR to list of stations carrying transcribed feature "Korn Kobblers".

JOSEPH F. BECK has joined Grew Assoc., New York, public relations counsel, as vice president. He formerly was vice president and director of Federal Adv.

LEWIS MARCY, former staff correspondent for UP, has been added to staff of Cooperative Analysis of Broadcasting, New York.

MUZAK RADIO BROADCASTING STATION Inc., New York, Feb. 1 moves offices to larger quarters at 25 W. 45th St., New York 19.

INDUSTRIAL SURVEYS Co., research organization, has moved New York executive offices to 292 Madison Ave. Telephone is Murray Hill 3-0690.

COL. HARRY O. COMPTON, traffic engineer in the telephone operating department of International Telephone & Telegraph Corp., has been awarded the Legion of Merit for "performance of outstanding service" while in the office of the chief signal officer, U. S. Army.

JIM CARNEY, recently discharged from the Navy and formerly representative for National Union Radio Corp. in North Central States, has rejoined company as representative and has established headquarters at Storm Lake, Ia.

DIANE WHEELER HUTCHINSON, former vice president of Tested Selling Inc., New York, has joined Charles Dallas Reach Co., Newark, N. J., and New York, as account executive.

EDWARD F. HERRICK, former publicity representative of New Haven Railroad and affiliated with United Press Assns. before joining Advertising Research Foundation, New York, has been appointed report editor of the Foundation. He also will handle publicity and promotion.

AFRA Hollywood office has been designated national representative of western area for that organization, according to **CLAUDE McCUE**, executive secretary. Under new set-up Mr. McCue is now representative of 11 western states and will be concerned as well with coordinating activities in California, Washington and Oregon. Move is in accord with growing importance of western area in broadcasting industry.

TOM REVERE, former vice president and director of radio for Ted Bates Inc., New York, has formed the Tom Revere Co., New York, for creation and production of radio programs. Company office is located at 660 Madison Ave.

LLOYD JAMES, released from the armed service and a former newsman, has joined AFRA as national field representative.

INTERNATIONAL RECORDING Studios, 5909 Sunset Blvd., Hollywood, with zone variance cleared through Los Angeles City Zoning Administrator and upon release of materials, will erect new studios and executive offices at southeast corner of Las Palmas Ave., and Sunset Blvd. **DIXON McCOY** is company president.

ADDITION of two new affiliate members of Television Broadcasters Assn.—Pilot Radio Corp., Long Island, and Hallicrafters Corp., Chicago, was announced Jan. 17 at TBA board meeting.

Farnsworth Undertakes Big Expansion Program

AMBITIOUS expansion program was undertaken last week by Farnsworth Television & Radio Corp., of Fort Wayne, Ind., when the company registered with the Securities and Exchange Commission 219,571 shares of its $1 par value common stock.

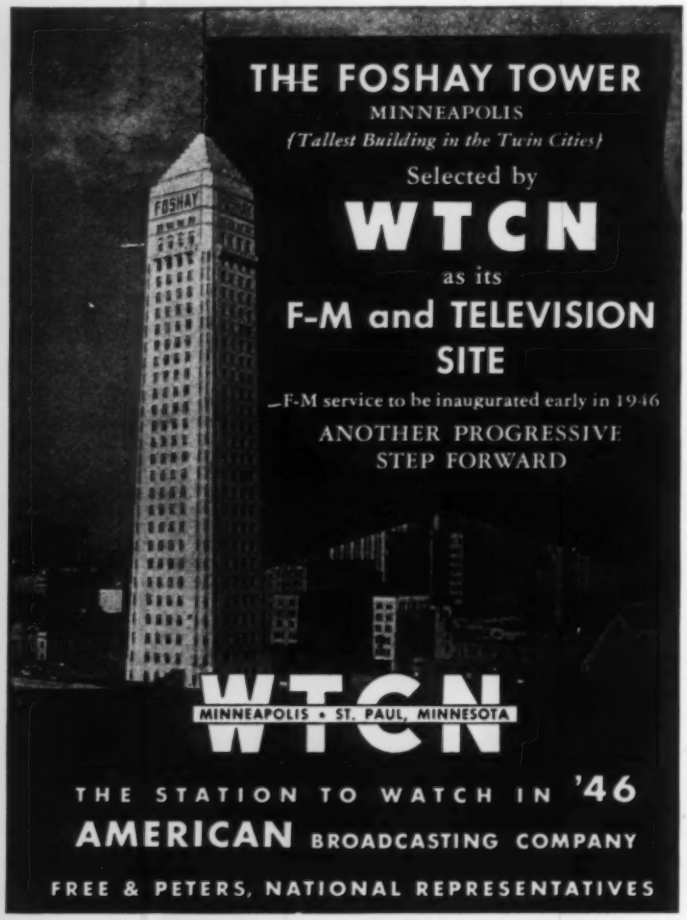
The company will offer the stock initially to present common stockholders at the rate of one new share for each seven shares held of record Feb. 9. Farnsworth stock was quoted at $18 a share last week.

Proceeds from the stock sale will be divided as follows: $200,000 to construct new studio, transmitter building and antenna system for AM, FM and television broadcasting at Fort Wayne; $400,000 to purchase a manufacturing plant at Huntington, Ind., and new engineering and administrative buildings at Fort Wayne, and $1,000,000 to provide additional facilities to manufacture radio parts.

Principal underwriters of the stock issue are E. H. Rollins & Sons Inc. and Eastman, Dillon & Co.

Brush-Moore Meet

FIRST of quarterly meetings of department heads of WHBC Canton and WPAY Portsmouth, O., Brush-Moore Newspapers stations, was held Jan. 14-15 in Canton to consider policy plans and related matters. Eugene Carr, radio director for Brush-Moore, presided.



GOOD NEWS FOR BROADCASTERS!

REL 88–108 Megacycle Band

FM BROADCASTING TRANSMITTERS IN ASSEMBLY . . .

PLACE YOUR ORDER *NOW!*

These REL broadcasting transmitters can now be ordered . . . to meet or exceed present FCC requirements.* Entirely new . . . with important design advancements in the Armstrong Modulator . . . providing simple, stable . . . even more efficient performance than ever before!

Power Output	*Cat. No.*
250 watt	549 ADL
1000 watt	518 ADL
3000 watt	519 ADL

NOTE: Future REL advertisements will give you information regarding transmitters of higher power. Watch for them!

Wire or write today for technical data, prices and delivery . . . or better yet . . . do as other broadcasters have already done—send your order, subject to later confirmation, thus assuring early delivery.

* REL FM Transmitters are guaranteed to meet or better the FCC standards of good engineering practice for FM Broadcast stations

REL

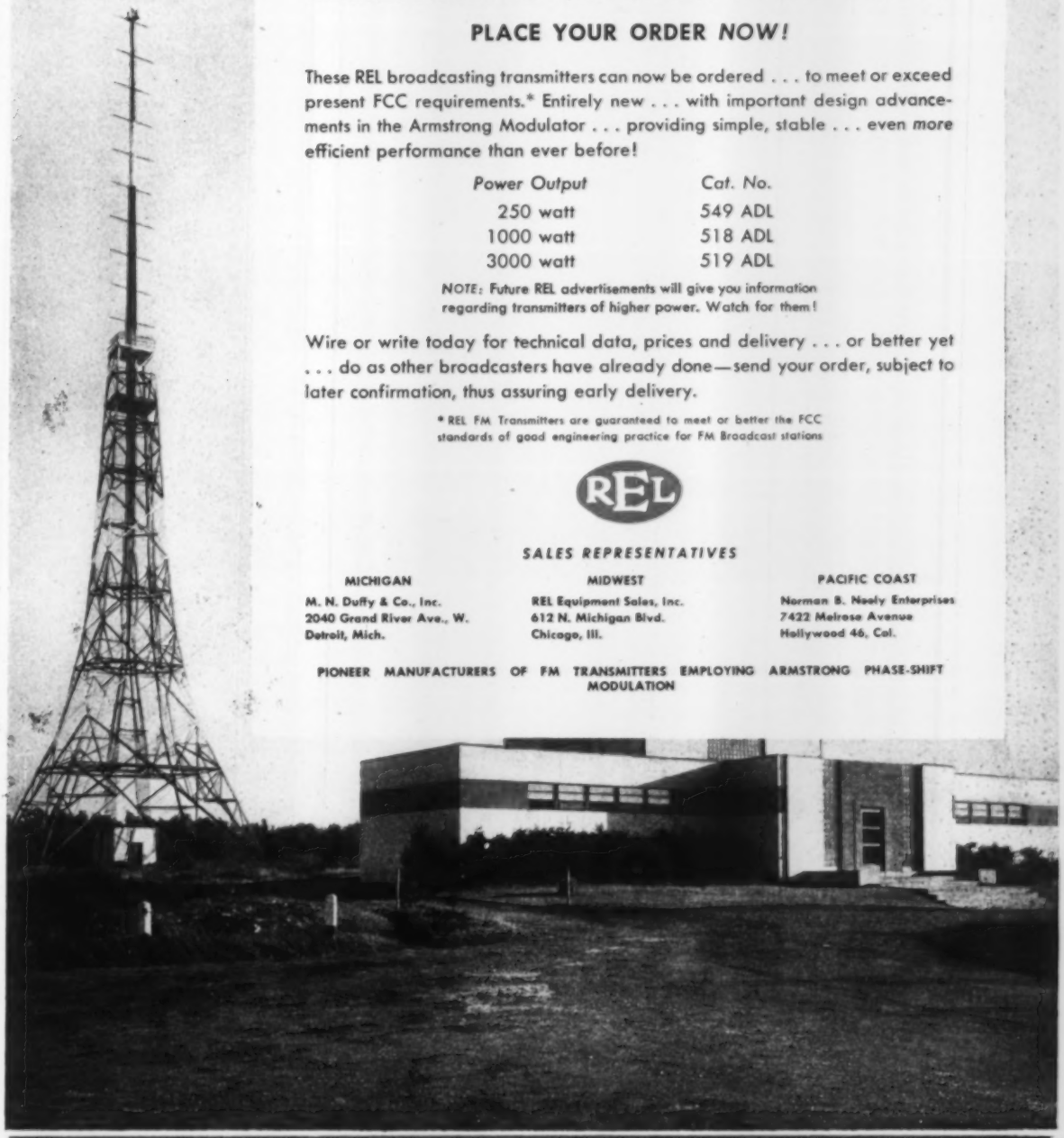
SALES REPRESENTATIVES

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION



RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

ELECTROMATIC

IBM ANNOUNCES

the 1946 Electromatic Typewriter, which produces letters of distinguished appearance, with a minimum of physical effort on the part of the operator.

It is now on display in IBM offices in all principal cities throughout the country. We will be glad to furnish you with full information upon request.

INTERNATIONAL BUSINESS MACHINES CORPORATION

World Headquarters Building, New York 22, N. Y.

TYPEWRITER

KFMB
Sells
SAN DIEGO

San Diego ranks 3rd in California and KFMB ranks high, in listening favor with the 373,000 who live within 15 miles of our antenna. Cover San Diego the right way—cover it from within!

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

PRODUCTION

ARTHUR GODFREY, morning man on WTOP Washington, WABC New York and CBS, Feb. 7 in addition becomes m.c. in new Boston stage revue, "Three To Make Ready", with Ray Bolger.

ERNEST SIMON, early morning man at WITH Baltimore, has been appointed sergeant-at-arms of Ernie Pyle Chapter of Disabled American Veterans, Silver Springs, Md. He served as lieutenant in British Army.

LYMAN MERENS has been named program director and chief announcer of WRJN Racine, Wis. **KEITH O'CAIN** becomes continuity editor and **DARYL PARKS**, released from AAF, is added to announcing staff.

ADRIAN MUNZELL, musical director and announcer at WCSC Charleston, S. C., is father of a boy.

CHARLES H. UNDERWOOD, former radio director at Camp Lee, Va., and later production manager of AFN Normandy, has returned to duties as chief announcer and production manager of WMBS Uniontown, Pa. **HARRY** and **JACK McMULLEN**, brothers and ex-servicemen, both new to radio, also have been added to staff.

BOB PAGE and **HARLEN JUDKENS**, announcers at KGGF Coffeyville, Kan., have returned to station following release from Marines and Army respectively. **RAEBURN D. DRENNER**, former B-17 bombardier, is added to copywriting staff.

JACK V. PORTER, for three years in armed forces, is now continuity editor of WIBC Indianapolis. He previously held that post with WISH Indianapolis.

WILL DOUGLAS DOUGHERTY, released from the Army as lieutenant, has returned to announcing staff of WKBN Youngstown, O. He had served as Army public relations officer since Aug. 1941.

SHIRLEY HOSIER ENRIGHT, in radio programming, production and business for 14 years, has resigned as office manager of WTAR Norfolk, Va., after 11 years with station. She is succeeded by **ADELE BARRETT**. **FLORENCE AHMAN** is new continuity editor, replacing **HELEN SIERER**, resigned.

BARBARA DEW is now acting music director at WIS Columbia, S. C. New production manager is **WARREN HITES**, formerly with KDAL Duluth, Minn. **RAY A. FURR**, program director, formerly was professor of journalism at Winthrop College, Rock Hill, N. C.

BEN KRAMER, formerly with WOV New York, has joined the night announcing staff of WBYN Brooklyn. **FRED RAWLINGS**, in charge of popular music programming, adds regular announcing duties.

WILLIAM STRAUSS, chief announcer at WQXR New York before entering service, has rejoined station following release from the Army as captain.

HOWARD JONES, member of announcing staff of WIP Philadelphia, has been granted a leave of absence because of poor health. He's recuperating at Atlantic City, N. J.

ARTHUR SCHOFIELD has been named promotion manager of WFIL Philadelphia.

HARRY EINSTEIN (Parkyakarkus), comedy star of NBC "Meet Me at Parky's", is writing a book titled "They Never Get Wise", which includes colorful incidents in his career.

HAROLD GIBNEY, discharged from AAF radio production unit after three and a half years, has resumed as NBC Hollywood announcer replacing **LOUIS J. SAAR**. **BRUCE ANSON**, in armed services since 1941, also has returned to network announcing staff succeeding **AUBREY H. ISON**, on leave of absence. **MAX HUTTO**, discharged from AAF with rank of first lieutenant, has resumed duties as network producer.

MATTY MALNECK, musical director of NBC "Duffy's Tavern", has been signed for a musical featurette by Universal Pictures.

LEE RODDY, copywriter of The Mayers Co., Los Angeles agency, after 18 months has returned to KMPC Hollywood staff as continuity writer.

YVONNE BRISBANE, for two and a half years program director and continuity editor of WCBI Columbus, Miss., as well as general traffic manager for Mid-South Network, in February is to enter special radio division of Columbia U. under supervision of NBC.

JIMMY WOODARD, program director of KLRA Little Rock, Ark., is father of a girl.

RUTH CRANE, WMAL Washington women's commentator, Feb. 6 is to participate in panel discussion on "The Radio Habit" at Alta Vista School, Bethesda, Md., before parent-teachers group.

CHARLES MILLER, program director of KRNT Des Moines, has been named publicity chairman for Des Moines Chamber of Commerce. **MIRIAM EVANS**, former supper club entertainer, succeeds **MARION RODGERS** as vocalist on "Gene Emerald Variety Program". Latter joins music department of Des Moines schools.

ROGER W. CONWAY, formerly with KGKO Dallas, Tex., has been added to announcing staff of WMAL Washington. He was Army fighter pilot during war.

GEORGE BRUNS, former orchestra arranger and musician, has been appointed music director of KEX Portland, Ore. **LORRAINE RUSSEL** is new music librarian for KEX, replacing **SUE WELCH**, now freelancing. KEX continuity department additions include **CAROLINE HOLLOWAY**, writer, and **BONNIE PERCIVAL**, assistant. Additions to announcing staff: **BILL AGEE**, for three years chief announcer of KUTA Salt Lake City; **BOB McCARL**, three years with AFRS; **FRANK ROBERTS**, from WFBM Indianapolis.

S. KEITH JAMESON, before Army service staff announcer at WMAL Washington, and **GEORGIA DAVIDSON**, former radio director and eastern public relations chief for American Red Cross, were married Jan. 18 in Alexandria, Va.

JAY WAGNER, former staff and sports announcer at WOSU Columbus, O., has joined the announcing staff of WHBC Canton, O.

THOMAS H. CALHOUN Jr., former program manager of CBS shortwave department in New York, is now assistant production manager of WEEI Boston.

ROBERT SACHTLEBEN, Marine Corps veteran, and **STEVE LEEMANS**, formerly with WLLH Lawrence, Mass., and WEAN Providence, R. I., are new announcers at WHYN Holyoke, Mass.

C. AUSTIN MOORE, former announcer, continuity writer, transmitter engineer and program man, has been appointed production manager of CFNB Fredericton, N. B.

ALLAN ACRES, former librarian of CFRB Toronto, has joined CKEY Toronto in same position replacing **ALF STANDEM**, resigned.

FRANK HERON, announcer of CBM Montreal, has returned to Canada after a tour overseas entertaining troops with British Empire Service League.

LAMONT TILDEN, chief announcer of CBC at Montreal, is father of a girl.

EDWARD STASHEFF, in charge of television development for WNYE, Board of Education FM station operated in conjunction with Brooklyn Technical High School, and educational consultant and staff writer for CBS television, has been appointed chairman of the American Television Society Educational Committee. He replaces **DR. LEONARD POWER**, resigned.

JOE MILROY, office manager of NBC's television department, is father of a boy.

TONY HOWARD, former WMAL Washington announcer, has transferred to WFIK Alexandria, Va.

PETER TREMBLAY, discharged from RCAF after five years on operational duty, and **PAUL LAMBERT**, released from Canadian Army after six years service, have rejoined CBC Montreal.

HUGH PALMER, recently out of Royal Canadian Navy, has joined CBR Vancouver as announcer. **BOB PRISSICK** and **TED PEGG**, both recently out of Royal Canadian Signal Corps, have rejoined CBR production department.

BARRY McDONALD, released from RCAF after four years service, has rejoined Halifax studios of CBC as announcer.

WALTER (Snuffy) SMITH, released from armed forces and ETO veteran, rejoins program staff of KYW Philadelphia.

MARY JANE ANDERSON has joined the program department of KDYL Salt Lake City as announcer, dramatist and writer on women's programs. She formerly was with KOA Denver.

PAUL ALLEY, in charge of film programs for WNBT, NBC television station in New York, and **BURKE CROTTY**, in charge of mobile unit pickups for the station, will speak on "Television Special Events Broadcasting" Feb. 5 at a panel discussion luncheon of American Television Society at Hotel Sherton, New York. **RICHARD MANVILLE**, general chairman of ATS Panels Committee, will preside.

CREIGHTON SCOTT, ABC announcer, is father of a boy born Jan. 21.

ADRIENNE AMES, commentator on WHN New York, is writing monthly column "Between You and Me" in the new magazine "Fascination."

JOHN F. KNOTT, announcer at WIS Columbia, S. C., is father of a boy.

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of 115,000 to 125,000 population
12TH IN POPULATION...

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

GUARANTEED SUCCESSFUL OPERATION...

. . not only on delivery day . . but long after the initial installation!

RAYTHEON

BROADCAST EQUIPMENT

Raytheon engineers, through the control and development of new techniques, are tangibly meeting the challenge for better broadcasting installations.

With advanced designs incorporating every worthwhile engineering achievement and specialized experience assuring the ultimate in dependable operating performance, Raytheon equipment answers every broadcasting requirement.

Raytheon Assures Engineering Excellence

In every detail, Raytheon design and engineering is co-ordinated to achieve completely successful "on-the-air" performance. Every Raytheon Transmitter complies fully with F.C.C. regulations. All Raytheon speech input equipment exceeds FM requirements.

RAYTHEON MANUFACTURING COMPANY

BROADCAST EQUIPMENT DIVISION

7517 North Clark Street Chicago 26, Illinois

250 Watt AM Transmitter

Flat frequency response from 30 to 10,000 cycles. Low noise level. Low distortion level. Triode type tubes. RF and power amplifier stages are precision motor tuned providing micrometer control. Video type amplifier in buffer stage. Silent natural draft ventilation. Highest quality components.

A M - F M

Transmitters, Transmitter Accessories, Transmitting Tubes, Speech Input Equipment, Antenna Phasing and Coupling Equipment, Amplifiers, Transmission Line Accessories, Custom Built Transmitting and Studio Equipment.

DEVOTED TO RESEARCH AND MANUFACTURE
FOR THE BROADCASTING INDUSTRY

RAYTHEON MANUFACTURING COMPANY

Sponsors

PETER HAND BREWING Co., Chicago, which moved its account from Mitchell-Faust to BBDO last month, is increasing its Chicago line-up of mystery programs. Sponsor, which now has four thrillers on WGN, plus two transcribed musical programs, has contracted to present "The Whistler," half hour mystery program over WBBM Chicago starting Feb. 13, 9:30-10 p.m. Program is owned by station KNX Los Angeles and is unique in that scripts and musical arrangements are supplied by KNX for live production in Chicago. Show replaces "Jobs for GI Joe" which has been sponsored by Atlas Agency. BBDO also contracted for "Scoreboard," quarter hour sports results program following White Sox baseball broadcasts over WJJD Chicago effective April 16.

CONRAD RAZOR BLADE Co., New York (Clix blades), has appointed John A. Finneran Inc. to handle advertising. Radio plans are in formulative stage. Spot announcement campaign starts Feb. 1 on WOR New York. Network shows may be used to augment spot announcements in about four or five months.

TOM DEBOW, after serving with Navy for two years, has returned to his former post as director of advertising and news for Cities Service Co., New York.

AMERICAN HOME PRODUCTS Corp., New York, becomes first sponsor of "This is New York" on WABC New York, taking six participations a week for G. Washington Coffee and Hair Groom on 6-6:30 a.m. Mon.-Sat. program. Same sponsor also is using five participations in afternoon broadcast of "This is New York", 3:15-3:45 p.m. Mon.-Fri. Agency is Ruthrauff & Ryan, New York.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

Mississippi—a Pool of Wealth

Today—five of the fifty major oil fields in the United States are located in Mississippi. A major oil field is one having a potential production of 20 million barrels. It is estimated that over 100 million barrels will have been produced in Mississippi by the close of 1945. Oil—liquid gold—is creating a richer market in Mississippi, the State of Opportunity, for alert advertisers.

WJDX—the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

J. A. TUMBLER LABS., Baltimore (household and industrial chemical products), is now on account list of Strauss Assoc., Philadelphia. Firm will use radio.

SPARKLETT DRINKING WATER Co., Los Angeles (Sparkeeta beverages), has appointed Garfield & Guild Adv., Los Angeles, to handle advertising effective Feb. 1. Radio will continue to be used along with other media.

SHO-FORM of Hollywood, Los Angeles (brassieres), has appointed Beaumont & Hohman, Los Angeles, to handle advertising.

HOLLYWOOD MAXWELL Co., Hollywood (brassieres, lingerie), has appointed J. Walter Thompson Co., Los Angeles, to handle advertising.

NORTHROP-GAINES Co., subsidiary of Northrop Aircraft Inc., Los Angeles (maker of steel casters, hand trucks, toys), has appointed J. Walter Thompson Co., Los Angeles, to handle advertising.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Dreams candy bars, Ten Crown gum), on Jan. 22 started using four spot announcements weekly on Z-Bar Network (KGIR KPFA KRBM). Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, San Francisco.

MISSION APPLIANCE Corp., Los Angeles (Mission Water Heater), in a campaign to start about Feb. 15 will use stations in the western and southwestern areas, utilizing a transcribed musical program. Agency is Jordan & Lo Buono Adv., Los Angeles.

SANTE FE VINTAGE Co., Los Angeles (wines), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising and on Feb. 11 starts sponsoring a five-weekly 30 minute recorded program "Music Box" on KMPC Hollywood. Contract is for 52 weeks. Firm in addition on that date will start a heavy spot announcement campaign on local area stations.

ACME BREWING Co., Los Angeles (beer), will sponsor three-day Golden Gloves Boxing Tournament comprising hour and a half sportscasts Feb. 6, 7, 8 on KMPC Hollywood. Agency is Brisacher, Van Norden & Staff, Los Angeles.

JULIUS KAYSER & Co., Montreal (women's hosiery), has started thrice weekly five minute transcribed programs on a number of Canadian stations. Agency is Canadian Adv. Agency, Montreal.

MONTREAL STANDARD, Montreal (weekly newspaper), has started spot announcements five times weekly on a number of Canadian stations. Agency is Stevenson & Scott, Montreal.

O-PEE-CHEE GUM Co., Toronto (Thrills), has started flash announcements six days weekly on a large number of Canadian stations. Agency is Walsh Adv. Agency, Toronto.

PEPSI-COLA Co. of Canada, Montreal, has started 10 weekly transcribed flash announcements on a number of Canadian stations. Agency is J. Walter Thompson Co., Montreal.

DREW BROWN Ltd., Montreal (soft drinks), has started thrice weekly flash announcement test campaign on a number of Canadian stations. Agency is Cockfield Brown & Co., Montreal.

SOCONY VACUUM OIL Co. of Canada, Toronto (Mobiloil), has added CKEY Toronto to the Dominion network for "Information Please". Account placed by Cockfield Brown & Co., Toronto.

TAYLOR'S SERVICE STORES (cleaners and dyers chain), has started half-hour transcribed program "Witches Tales" on CKEY Toronto. Account was placed by Frontenac Broadcasting Agency, Toronto.

THOR-CANADIAN Co., Toronto (washing machines), has started a transcribed spot announcement test campaign on CFRB and CKEY Toronto and CFCF Montreal. Account placed by Frontenac Broadcasting Agency, Toronto.

CHRISTIE BROWN & Co., Toronto (biscuits and bread), has started 10 minute noontime program "Listen Ladies" five days weekly on a number of Canadian stations. Agency is MacLaren Adv., Toronto.

W. K. BUCKLEY Co., Toronto (proprietary), has started six spot announcements weekly on a number of Canadian stations. Account placed by Grant Adv., Toronto.

HALE BROS., San Francisco (dept. store), has started 'teen age show "Calling All Girls" quarter-hour weekly on KGO San Francisco. Agency is McCann-Erickson, San Francisco.

DERMETICS Inc., New York, has appointed Kudner Agency, New York, to handle advertising for Hydronized Oil products and Hydronized Oil cosmetics. Radio may be used.

RAY-O-VAC (Canada), Winnipeg (leakproof batteries), has appointed Cockfield Brown & Co., Winnipeg, to handle advertising. Company was recently formed and has bought war-built government factories at Winnipeg for manufacturing batteries in Canada.

THOMAS J. LIPTON Ltd., Toronto (tea), has appointed **CARL OLSEN**, recently discharged from the Royal Canadian Navy, as advertising manager. Before joining Navy he was with MacLaren Adv., Toronto.

LOUISVILLE & NASHVILLE RAILROAD Co. has placed its account with W. J. Smith Co., Louisville, Ky.

UNITED FRUIT Co., New York, is buying newspaper space to promote its Latin radio jingle "Chiquita Banana" in response to requests for printed song and lyric version of radio spot. Agency is BBDO, New York.

PHARMA-CRAFT Corp., New York, has appointed McCann-Erickson, New York, to handle account for Ting, new antiseptic medicated cream product. Radio may be used.

BENJAMIN H. SERKOWICH, formerly in charge of promotion for Capitol Theatre, New York, last week was appointed director of advertising, publicity and exploitation for Columbia Pictures.

FIFTEEN one-minute jingles for Vick Chemical Co. and one for Seaforth Toiletries for Men have been written by **JOHN T. MITCHELL**, director of radio production, Morse International. Two Vick jingles are being distributed to southern U. S stations and seven to stations in Australia and New Zealand. Distribution plans for others are not complete. All jingles are one-minute spots.

POPULAR SCIENCE PUBLISHING Co., New York (books), started participation Jan. 21 on WOV New York "Wake Up, New York" 7-8:30 a.m. and "Prairie Stars" 10:15-11 p.m. Mon.-Sat., sponsoring 10-minute segments of each show as a test. Contract runs indefinitely.

K. A. BONHAM, president of Emerson Drug Co., last week was announced as president of Jeurelle Inc., distributor of perfumes and cosmetics recently purchased by Emerson company. Other Jeurelle officers elected were **H. L. GRAFER**, executive vice president; **J. H. KELLY**, vice president; **HAMILTON SHEA**, treasurer, and **M. E. BRENNAN**, secretary. **BARBARA HURST**, former president of Jeurelle, becomes general manager.

AMERICAN SCHOOLS, Chicago (correspondence course), has started thrice weekly quarter hour recorded musical program on KSFO San Francisco. School, on a varied schedule, sponsors similar type of program on KIEV KIEM KFJI KOAL KSAN KFVD KVRS KROW XERB XELO. Agency is Culp & Booker Adv., Los Angeles.

LANDIS & STALLER, Hollywood (Trocadero—night club), has appointed Smith, Bull & McCreery, Hollywood, to handle advertising and has started using weekly total of 28 spot announcements on seven Los Angeles area stations. List includes KMPC KFWB KRKD KGFJ KXLA KFAC KMTR.

O'BRIEN'S Ltd., San Jose, Cal. (candy), has placed account with Garfield & Guild, San Francisco. Plans include radio.

McCALLUM'S DEPARTMENT STORE, Northampton, Mass., is sponsoring "Calling All Girls" feature on WHYN Holyoke, Mass., in Saturday morning period. McAusian & Wakelin's Department Store, Holyoke, has started local sponsorship of MBS co-op program "Erskine Johnson in Hollywood", Mon.-Fri. 4 p.m. Account placed direct.

REGAL OIL Co., Elizabeth, N. J., (Merit gasoline and Victor oil), will start new spot campaign on New York and New Jersey stations in the spring. Company currently sponsors spots and half-minute transcriptions on WNEW New York and WPAT Paterson. Agency is Lewis Adv., Newark.

LESTER J. SCHULTE Jr., account executive of Maxon Inc., Chicago, has resigned from the agency effective Feb. 15 to become assistant to the president and advertising director of Reynolds International Pen Co., Chicago. His first assignment is to assist organization of company and plan extensive advertising campaign. Radio will not be allotted directly through company or its agency however.

Network Accounts

New Business

SCHUTTER CANDY Co., Chicago (Oh Nick, Bit O' Honey candy bars), Feb. 2 starts for 52 weeks "David Harding—Counterspy" on full ABC network Sun. 5:30-6 p.m. Agencies: Schwimmer & Scott, Chicago; Westheimer Adv., St. Louis; Kaplan & Bruck, N. Y.

RAYMOND LABS., St. Paul (Rayve shampoo), Jan. 20 started "Rayve of the Week" on 39 Don Lee Pacific stations Sun. 8:45-9 p.m. (PST). Agency: Roche, Williams & Cleary, N. Y.

Renewal Accounts

HUDSON BAY Co., Winnipeg (chain department stores), Feb. 2 renews "Red River Barn Dance" on 6 CBC prairie network stations Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

HOUDE GROTHE Ltd., Montreal (tobacco), Jan. 14 renewed "Soiree Canadienne" on 10 CBC French network stations Mon.-Wed.-Fri. 7:30-7:45 p.m. Agency: Whitehall Broadcasting, Montreal.

NATIONAL BISCUIT Co., San Francisco (cakes and cookies), has renewed Rex Miller's commentary on 59 Mutual Don Lee Network stations Mon.-Fri. 4:15-4:30 p.m. (PST). Agency: Botsford, Constantine & Gardner, San Francisco.

PLANTERS NUT & CHOCOLATE Co., San Francisco, has renewed for 52 weeks "Nelson Pringle—News Analyst" on 5 CBS Pacific stations, Tues.-Thurs. 5:30-5:45 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

GENERAL ELECTRIC Co., Schenectady, N. Y. (household appliances), has renewed for 52 weeks "GE House Party" on 148 CBS stations Mon.-Fri. 4-4:25 p.m. Agency: Young & Rubicam, N. Y.

KELLOGG Co., Battle Creek, Mich., has renewed for 52 weeks "Kellogg Home Edition of News" on ABC stations, Mon.-Fri. 11:30-11:45 a.m. (EST) with West Coast repeat 10-10:15 a.m. (PST). Agency: Kenyon & Eckhardt, N. Y.

SOIL-OFF MFG. Co., Glendale, Cal. (cleanser), Jan. 29 renews for 52 weeks "Dick Cutting News" on 9 CBS Pacific stations, Tues.-Thurs.-Sat. 5:45-5:55 p.m. (PST). Agency: Ruthrauff & Ryan, Hollywood.

Net Changes

PHILIP MORRIS Co., New York (Philip Morris cigarettes), Jan. 22 replaced "Johnny Presents" on 114 NBC stations with "Philip Morris Follies of 1946", Tues. 8-8:30 p.m. Agency: Blow Co., N. Y.

We don't cover
the whole Southwest - - -
We do cover
the El Paso Market - - -
And How!

"Hooper after Hooper proves it!"

KTSM

Nat. Reps. Geo. P. Hollingbery

EL PASO, TEXAS

Competition

CHICAGO'S MAYOR Edward J. Kelly is set to give New York's Ex-Mayor LaGuardia a little competition on the air lanes. Mayor Kelly began a weekly quarter hour broadcast over WMAQ Chicago, starting Friday, Jan. 25, 9:15 p.m. CST. Program is titled *Mayor Kelly Reports* and the Mayor discusses problems of city government. He does not read the funnies.

Chicago

(*Continued from page 28*)

ABC, M-F, 10:15-10:30 a.m. CST
Betty Crocker (General Mills) 3.8
CBS: Light of the World (General Mills) 3.7
NBC: Lora Lawton (Bab-O) 3.6
MBS: Faith In Our Time (sustaining) 2.1

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ABC, M-F, 10:30-10:45 a.m. CST
Hymns of All Churches (General Mills) 2.8
CBS: Evelyn Winters (Manhattan Soap) 3.9
NBC: Road of Life (Procter & Gamble) 4.7
MBS: Fun With Music (sustaining) 2.5

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ABC, M-F, 5:30-5:45 p.m. CST
Jack Armstrong (General Mills) 5.4
CBS: Cimarron Tavern (sustaining) 3.5
NBC: Just Plain Bill (Anacin) 6.8
MBS: Captain Midnight (Wander Co.) 3.7

• • •

ABC, M-F, 9:55-10:00 p.m. CST
Coronet Story-Teller (Coronet) (Monday only) 3.6
CBS: Radio Theater (Lux) 25.5
NBC: Information Please (Socony-Vacuum)* 10.4
MBS: Spotlight Bands (Coca-Cola) 2.1
*9:30-10:00 p.m. CST.

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ABC, Thursday, 10-10:30 p.m. CST
Curtain Time (Mars Bars) 4.6
CBS: Island Venture (Wrigley) 4.7
NBC: Abbott & Costello (Camel cigarettes) 19.9
MBS: You Make the News (sustaining) 2.1

• • •

ABC, Sunday, 2-2:30 p.m. CST
Smoke Dreams (La Fendrich) 4.8
CBS: Stradivari (Prince Matchabelli) 4.9
NBC: Harvest of Stars (International Harvester) 4.5
MBS: Chaplain Jim (sustaining) 3.9

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ABC, Sunday, 7:30-8 p.m. CST
Quiz Kids (Miles Laboratory) 8.2
CBS: Blondie (Colgate) 15.4
NBC: Fitch Bandwagon (F. W. Fitch) 18.2
MBS: California Melodies (sustaining) 3.8

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NBC, which refuses to release gross billing figures as a matter of company policy, admits to "a gain in net revenue in 1945 of 6% over 1944" and any estimate of NBC's Chicago office would be almost impossible.

However, NBC's Chicago division originates the major part of the network's daytime serials and it is in this particular field of radio entertainment alone that Chicago can claim any supremacy over New York or Hollywood.

The network's famous *General Mills Hour*, from 1-2 p.m. CST, with four separate serials (all written by Irna Phillips) holds top ratings over all three competing networks.

This is NBC Chicago's contribution to network radio:

NBC, M-F, 1-1:15 p.m. CST
Guiding Light (General Mills) 5.4
ABC: John B. Kennedy (co-op) 1.7
CBS: Two On A Clue (General Foods) 4.2
MBS: Cedric Foster (co-op) 3.1

• • •

NBC, M-F, 1:15-1:30 p.m. CST
Today's Children (General Mills) 5.4
ABC: Ethel & Albert (sustaining) 2.0
CBS: Perry Mason (Procter & Gamble 4.7
MBS: Jane Cowle (sustaining) 2.0

• • •

NBC, M-F, 1:30-1:45 p.m. CST
Women in White (General Mills) 6.0
ABC: The Fitzgeralds (sustaining) 2.1
CBS: Rosemary (Procter & Gamble) 3.6
MBS: Queen For A Day (Procter & Gamble, Miles Lab.) 3.6
NBC, M-F, 1:45-2:00 p.m. CST
Masquerade (General Mills) on since Jan. 14 only, no rating

• • •

NBC, M-F, 2:15-2:30 p.m. CST
Ma Perkins (Procter & Gamble) 7.9
ABC: Al Pearce Show (sustaining) 2.2
CBS: Presenting Michael Scott (sustaining) 3.2
MBS: Palmer House concert (sustaining) 2.4

• • •

NBC, M-F, 6:15-6:30 p.m. CST
News of the World (Miles Laboratories)* 7.6
ABC: Raymond Gram Swing (co-op)* 3.4
CBS: Jack Smith Show (Procter & Gamble)* 10.2
MBS: Corn Cobblers (sustaining, Tues-Thurs) 5.2
* Monday ratings only.

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Mutual's Chicago office is credited with approximately 40% of the network's 1945 gross billing of $20,637,362.80 [BROADCASTING, Jan. 14]. It undoubtedly does a greater percent of business than any other Chicago network office, although obviously not in dollars. Yet of all MBS commercial programs, only three originate from Chicago: *Tom Mix*, *Captain Midnight*, and *Freedom of Opportunity*.

Mutual's Chicago originated programs and competing programs are as follows:

MBS, M-F, 5:45-6 p.m. CST
Tom Mix (Ralston) 5.0
ABC: Tennessee Jed (Ward Baking) 3.1
CBS: Sparrow & Hawk (sustaining) 3.6
NBC: Front Page Farrell (American Home Prod.) 5.5

• • •

MBS, M-F, 5:30-5:45 p.m. CST
Captain Midnight (Wander Co.) 3.7
ABC: Jack Armstrong (General Mills) 5.4
CBS: Cimarron Tavern (sustaining) 3.5
NBC: Just Plain Bill (Anacin) 6.8

• • •

MBS, Sunday, 9-9:30 p.m. CST
Freedom of Opportunity 1.6
ABC: Theater Guild (U. S. Steel) 5.7
CBS: Take It Or Leave It (Eversharp) 19.2
NBC: Hour of Charm (GE) 10.2

Thus with 23 programs (16 daily, 7 weekly) programs originating from the combined networks in Chicago the obvious conclusion is that Chicago is strong in salesmanship and weak in talent.

Several network executives frankly admit that any attempt to produce night time shows comparable to high cost and high rated Hollywood and New York production is almost impossible. "Unless," they qualify, "advertisers are willing to invest enough money to bring the talent to Chicago."

Agencies say Chicago radio produces excellent results for the amount of money spent. Chicago's daytime serials, news programs and juvenile shows, all do a bang-up job for their advertisers, despite their comparatively low ratings. And Chicago, midway between east and west, is still the most conveniently located contact between the multitude of radio advertisers and agencies, networks and station reps.

BROADCASTING'S survey of Chicago originated programs produced the following conclusions among Chicago radio people:

(1) Ratings mean nothing.
(2) Ratings mean everything.
(3) A poor rated program can still sell goods.
(4) Chicago's low ratings are excellent in view of the low budget for talent and production.
(5) Financially everything's fine, so why worry.

NBC Undertakes Series Of Educational Telecasts

NBC LAST WEEK announced it would undertake a permanent series of educational telecasts, the first in television's history, beginning the week of April 7.

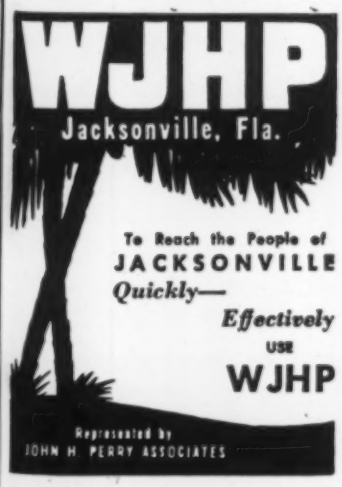
John F. Royal, NBC vice president in charge of television, said the series, to be called *Your World Tomorrow*, would be produced with the cooperation of the NBC University of the Air and would deal with the fields of physical sciences.

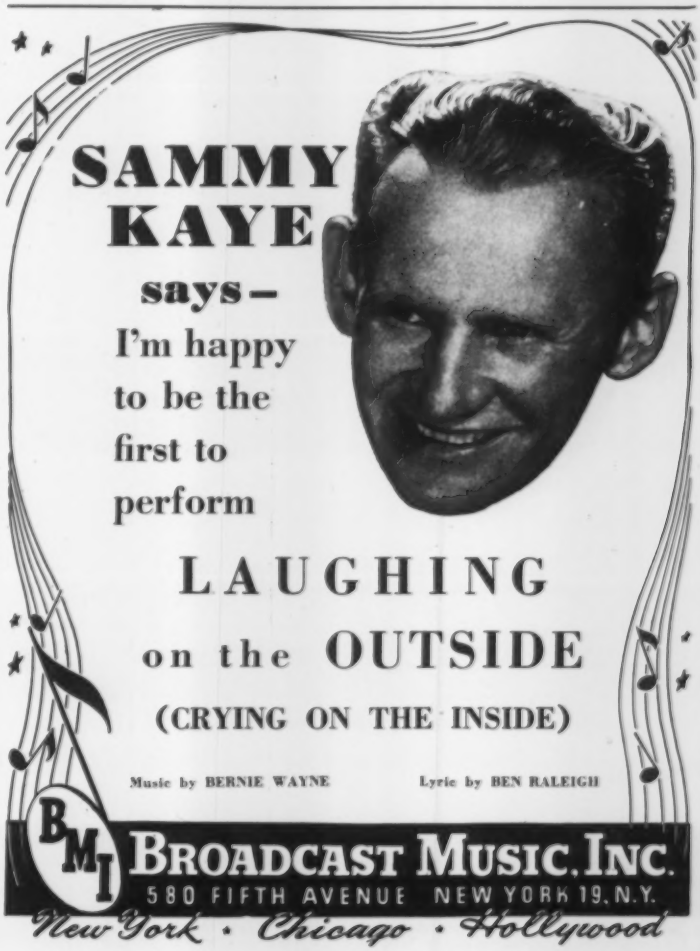
To test the effectiveness of the series upon youthful audiences the New York City Board of Education will conduct student groups to see the weekly telecasts in NBC's reviewing room. NBC reported the educational telecasts would probably be set for 2:30-3:30 p.m. Thursdays each week, but the day is still tentative.

Mr. Royal said that among subjects to be shown in the early telecasts would be "The Mighty Atom," "Jet Propulsion," and "Huff-Duff, the Radio Detective," the latter a high-frequency direction finder used by the U. S. Navy to hunt subs.

Radar Dead Reckoning

A DEAD RECKONING device used with radar on U. S. Navy ships was produced by Ansco Division of General Aniline & Film Corp. during the war. The device, said to plot a graphic course of a ship's movements and compute continuously the latitude and longitude of its position, is especially useful in bad weather when use of sextants is impossible.




SAMMY KAYE
says—
I'm happy to be the first to perform
LAUGHING on the OUTSIDE
(CRYING ON THE INSIDE)
Music by BERNIE WAYNE
Lyric by BEN RALEIGH
BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

In West Virginia

. . . Of the state's 1,732,100 population, 13 per cent live in prosperous Charleston-Kanawha county area.

THIS IS MY HOME

KANAWHA COUNTY

WGKV

CHARLESTON, WEST VA.

Charleston's Quality Station
NBC AFFILIATE
Represented Nationally By Joseph Hershey McGillvra, Inc.

CONTEST to discover "Teacher of 1946" is being conducted on ABC "Quiz Kids" program, Sun. 6:30 p.m. (CST). Best letter from grade and high school children will win $100. Next best 100 letters win $10 each. Teacher selected will receive one-year scholarship to U. of Chicago, Northwestern U. or Notre Dame U., plus $1,000 cash. ABC Central Division preparatory to Feb. 7 Chicago appearance of Tom Breneman's "Breakfast in Hollywood" program is staging four weekly "goofiest hat" contest at Eighth Street Theatre.

Katz Data

THE KATZ AGENCY has issued the 1946 edition of "Participating Woman's Programs on Katz Stations," listing in a four-page folder all such programs, together with their times, talent, patterns, number of sponsors, treatment of commercials and participation rates.

Movie Trailers

IN SUPPORT of "It's Up to Youth," Saturday panel program series on WOR New York, 66 Skouras theatres in New York City, Long Island and New Jersey Jan. 26 began a weekly feature of trailers boosting the broadcasts. Trailers show how broadcasts help New York youngsters to combat juvenile delinquency and racial intolerance.

WOAI Promotion

BULLETIN board in San Antonio Municipal Auditorium is being used by WOAI to publicize its programs. Station talent and office personnel also are wearing lapel pins in form of miniature two-way microphones which bear WOAI call and NBC letters.

KCKN Piece

PRINTED in several colors, promotion piece of KCKN Kansas City suggests advertisers "Reach out to Kansas City's $900,000,000 market through KCKN." Reverse side of single page piece relates facts on market and KCKN coverage.

Program Box

BOX highlighting jobs for veterans' program on KUJ Walla Walla, Wash., is being run by station at top of radio program listings in local paper. Program identifies servicemen by file number rather than by name.

Career Guide

BOOKLET titled "Jobs in Advertising" has been issued by the Advertising Federation of America, New York, to help returning servicemen and women interested in advertising as a career. Booklet was written by Alfred T. Falk, director of the Federation's bureau of research and education. Included in book is a list of 28 colleges and universities which offer instruction in advertising.

PROMOTION

Trade Figure

CARTOON TRADE CHARACTER "Holly," tagged as KECA Hollywood girl friend, is now featured in front cover of that station's weekly program schedule. Holly is cast in humorous situations with an ABC star each week. Drawings by Allen Elrod, staff artist, and explanatory copy at side of cartoon promote network program mentioned. New slogan "ABC's Western Key to America's Third Market" also is included. Double-fold program schedule is designed to permit reprinting as mailing piece for retailers. Plans also are under way to reproduce "Holly" cartoon series every two months in booklets for mass mailing to Los Angeles listeners. Jack O'Mara, ABC Western Division sales promotion manager, designed revised program schedule.

'At Home'

ANNOUNCING its new quarters in the Park Square Building, Boston, Chambers & Wiswell, Boston advertising firm, has sent out a folder titled "At Home." Folder deals briefly with expanded services and personnel.

Kemper Name Change

CHANGE in the organization, Don Kemper & Assoc., advertising agency, is announced in folder just issued. Firm is now known as Don Kemper Co. Inc.

Promotion Personnel

HELEN STEDMAN, former publicity director of First Division Pictures and for three and a half years publicity contact for Columbia Pictures, has been appointed magazine and syndicate editor of Mutual publicity staff. **MIKE JABLON**, formerly of the news and special events department of WNYC New York, has joined network as staff writer and program assignment man. **WINNELD GOULDEN**, recently discharged from 82d Airborne Division, has rejoined MBS as staff writer.

IRENE KUHN, NBC assistant director of information who recently returned from a trip to the Orient, spoke Jan. 21 on her experiences in Shanghai and Chungking at a tea of the China Society of America in New York.

GEORGINA MURRAY, after service with Women's Royal Canadian Naval Service, has returned to CBR Vancouver press and information department.

LEILA GILLIS, formerly on the press staff of KPO San Francisco, Jan. 26 was to be married to Pascal Cowan of United Air Lines.

ALLAN J. PHAUP Jr., AAF lieutenant now out of service, has returned to WMBG Richmond, Va., as director of promotion and special events.

ALTON KASTNER has returned to the press department of NBC after three and a half years in the Navy. He saw Pacific service, was returned to inactive duty as lieutenant (jg).

JOHN J. (Chick) KELLY, returned from two years in Marines, has resumed duties as publicity director of KYW Philadelphia. He succeeds **JAMES W. GANTZ**, now assistant publicity director in charge of news.

CARY CRONAN, released from the Army after two and a half years in ETO where he handled many broadcasts from battle areas, has been appointed director of special events and publicity of WNHC New Haven, Conn. Before entering service he was news editor of WELI New Haven.

FRANK E. FORD, upon return of **ROBERT J. McANDREWS** from armed service, has resigned as NBC western division advertising and sales promotion manager.

ROGER VORNHOLT, in Canadian Army for four years serving in England and North Africa, has been appointed publicity director of WOWO Fort Wayne, Ind. He previously had been in the advertising department of Bowser, Fort Wayne, and with Stevenson & Scott Adv., Montreal.

Service Promotion

TWO-MONTH campaign is being conducted by WKBH La Crosse, Wis., to inform listeners of public service rendered by the station. Billboards, car cards and chain breaks use theme "WKBH La Crosse—More than 1,000 hours yearly given to community public service."

KMBC Decals

THREE-COLOR decal calendar for desk glass is being distributed by KMBC Kansas City to more than 4,500 retailers, regional and network accounts. Decal is enclosed in folder which reads "Let's get going on the home front in 1946!"

Supplies Records

WJTN Jamestown, N. Y., is supplying local YMCA with semi-classical and classical records to form a music appreciation group.

CBS Who's Who

LOOSE LEAF book containing full individual and related data on CBS programs has been distributed by the network as new promotion venture. Titled "Who's Who in CBS Radio," book is bound in simulated red morocco leather with gold imprint lettering. Metal end levers work three-ring binders so that new material can be easily inserted. CBS each month now issues revised program sheets for insertion in book. Each program sheet concisely lists such often not immediately available facts as format, cast, sponsor and products advertised, agency handling account, producer, director, music director, writers, origination.

Scripts Distributed

SCRIPTS of WFIL Philadelphia "Within Our Gates" dramatic series have been made available nationally by Bureau for Intercultural Education, New York. Program combats prejudice, promotes group tolerance and understanding.

Appearances

PERSONAL appearances of Yankee Network "Answer Man" program have been made to date before more than 20,000 high school students and women's group members in and around Boston through efforts of network promotion department. Question-answer program is aired Mon.-Sat. 6:30 p.m. Program members relate radio vocation possibilities to student groups, tell of broadcasting future to older gatherings.

CJOR, CHML Prepare

CJOR Vancouver is installing its new 5 kw Northern Electric transmitter and expects to be on the air sometime in February. CHML Hamilton, Ont., is readying its transmitter building for a 5 kw transmitter to be delivered in March. New towers have been erected for directional antenna.

Plans Net Show

DOROTHY THOMPSON, newspaper and magazine columnist and former radio commentator, will start a weekly quarter-hour network broadcast in March or April, presenting programs devoid of editorializing or her own personal opinions. New format will feature what she considers most important news story of the week. She will interview outstanding personalities connected with story. Factual information direct from source will characterize broadcasts. Negotiations are being carried on by Bernard L. Schubert Inc., N. Y.

EACH day, Monday thru Friday, Cleveland radio stations devote a combined total of 73 daytime (8:00 a.m. to 6:00 p.m.) quarter-hours to non-network shows.

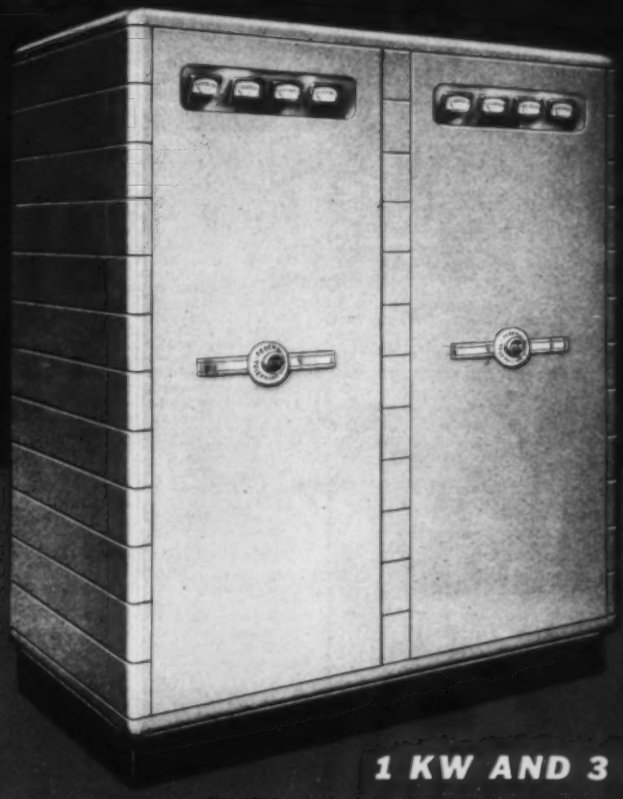
Each of these 73 quarter-hours has an average tune-in of 2.95 among Metropolitan Cleveland's 316,000 radio homes.

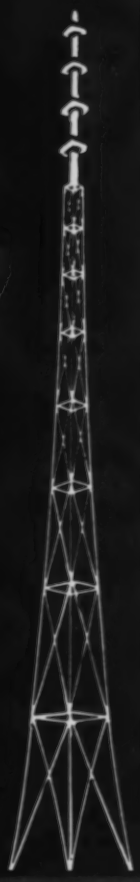
In the aggregate, these Cleveland homes tune in 680,980 non-network daytime quarter-hours every day . . . and WJW's daily share of that tremendous tune-in is 207,928 quarter-hours; Station "B" has 182,964; Station "C" has 179,488; Station "D" has 110,600.

WJW has 14% to 88% more non-network daytime audience than any other station.

BASIC ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FM by Federal





1 KW AND 3 KW
FEDERAL FM BROADCAST
TRANSMITTERS

A Complete FM Package by Federal
— from Microphone to Antenna.

Write for brochure "Complete FM...by Federal" descriptive of Federal's complete FM Radio Broadcast Equipment from microphone to antenna.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

Export Distributor:
International Standard Electric Corporation

WWL

New Orleans

shouts its shows on Billboards

Folks turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts—Clear Channel—CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

Revised Portions of FCC Standard Rules and Regulations

CONFUSION over grant of applications without hearing and setting of applications for hearing is removed by revision of the FCC Standard Rules and Regulations [BROADCASTING, Jan. 21]. The FCC's action repeals sections 1.381 and 1.382, substituting new rules designated 1.381 through 1.388, all of which became effective immediately except Section 1.388, which is merely a proposed rule.

Revisions are part of the FCC's effort to codify its rules and to bring them in line with the Ashbacker ruling by the Supreme Court.

Text of the FCC's Public Notice No. 88396 announcing the changes follows:

The Commission today amended its Rules and Regulations by repealing sections 1.381 and 1.382 and substituting therefore new Rules and Regulations, sections 1.381 through 1.388. These rules become effective immediately except section 1.388 which had been promulgated as a proposed rule in accordance with the Commission's decision in the AVCO case.

In substance, the rules are a codification of the Commission's existing practice with respect to action on applications under Title III of the Communications Act. The rules set forth in detail when applications will be granted without a hearing and when they will be designated for hearing. Provision is made for the participation of interested persons in these hearings either by virtue of being named as parties to the proceedings by the Commission on its own motion or by filing a petition to intervene. Procedure is also specified for the filing of petitions for reconsideration in cases where applications are granted without hearing and petitions for rehearing where applications are granted or denied after hearing. The rules specifically provide when petitions to intervene or petitions for reconsideration or rehearing will be granted and under what circumstances they will be denied.

The new rules—except for section 1.388—are being adopted in final form and not as proposed rules. The reason for this is that the rules do not propose any departure from present Commission practice except insofar as a departure is required by recent Court decision. They are simply a codification of the practice which the Commission has been following for some years. However, the Commission will from time to time be pleased to receive comments or suggestions from any person concerning changes or amendments of these Rules and Regulations.

The Commission also amended section 1.102 by adding the following footnote:

For specific rules regarding petitions to intervene in connection with applications under Title III, see section 1.385.

A similar footnote was also added in connection with section 1.271. The footnote reads:

For specific rules regarding petitions for rehearing in connection with applications under Title III, see section 1.387.

Sections 1.381 and 1.382 of the Commission's Rules and Regulations are repealed and the following is substituted therefor:

ACTION ON APPLICATIONS UNDER TITLE III

§1.381 Grants without a hearing.—Where an application for radio facilities is proper upon its face, and where it appears from an examination of the application and supporting data that (1) the applicant is legally, technically and financially qualified; (2) a grant of the application would not involve modification, revocation, or non-renewal of any existing license or outstanding construction permit; (3) a grant of the application would not cause electrical interference to an existing station or station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; (4) a grant of the application would not preclude the grant of any mutually exclusive application; and (5) a grant of the application would be in the public interest, the Commission will grant the application without a hearing.

§1.382 Partial grants. — Where the Commission without a hearing grants any application in part, or with any privileges, terms, or conditions other than those requested, the action of the Commission shall be considered as a grant of such application unless the applicant shall, within 20 days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing.

§1.383 Designation for hearing.—Applications will be designated for hearing in the following cases:

(a) Where it does not appear from an examination of the application that the applicant is legally, technically or financially qualified; or

(b) Where a grant of the application would require the modification, revocation, or non-renewal of license of an existing station or of any outstanding construction permit; or

(c) Where a grant of the application would cause electrical interference to an existing station or station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; or

(d) Where it does not appear from an examination of the application that a grant of the application will be in the public interest.

(e) Where a grant of the application would preclude the grant of an application or applications mutually exclusive with it. However, the Commission may, if public interest will be served thereby, make a conditional grant of one of the applications and designate all of the mutually exclusive applications for hearing. Such conditional grant will be made upon the express condition that such grant is subject to being withdrawn if at the hearing it is shown that public interest will be better served by a grant of one of the other applications. Such conditional grants will be issued only where it appears:

(i) That some or all of the applications were not filed in good faith but were filed for the purpose of delaying or hindering the grant of another application; or

(ii) That public interest requires the prompt establishment of radio service in a particular community or area; or

(iii) That a grant of one or more applications would be in the public interest and that a delay in making a grant to any applicant until after the conclusion of a hearing on all applications might jeopardize the rights of the United States under the provisions of international agreement to the use of the frequency in question; or

(iv) That a grant of one application would be in the public interest and that it appears from an examination of the remaining applications that they cannot be granted because they are in violation of provisions of the Communications Act, or of other statutes, or of the Commission's rules and regulations.

§1.384 Procedure when case is designated for hearing.—(a) When an application has been designated for hearing, the Secretary of the Commission will mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application. In order to avail himself of the opportunity to be heard, the applicant, in person or by his attorney, shall, within 15 days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases involving applications for facilities other than AM broadcast, FM broadcast, international broadcast, or television, the applicant shall submit with his appearance an additional copy of his application and supporting documents.

(b) The Commission will on its own motion name as parties to the hearing:

(i) Any existing licensee or holder of an outstanding construction permit who, if the application were granted, would suffer electrical interference within his normally protected contour as prescribed by the Commission's Rules and Regulations.

(ii) Any existing licensee or holder of an outstanding construction permit whose license or construction permit would have to be modified or revoked, or whose application for renewal of license would have to be denied, if the application in question were granted.

(iii) Any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Persons filing mutually exclusive applications after the application in question has been desig-

HARVEY

now has for delivery long awaited

PRESTO PRODUCTS

As the supply situation relaxes, HARVEY can supply more and more famous radio and electronic components and equipment, such as the dependable Presto recorder and transcription playback described below. Avail yourself of our rapidly growing stocks, our fast, efficient service, our technical know-how! Get the equipment you need now by placing your order promptly.

PRESTO *Model "K"* RECORDER

A portable sound recorder, record player and public address system. Complete in a single carrying case.

The Model "K" records 15 minutes continuously at 33⅓ RPM on side of 13¾" disc. It also makes 6, 8, 10, and 12 inch records, and plays all makes of phonograph records. With its many exclusive features found in no other low priced recorder, the user is able to make high quality recordings consistently, reducing spoilage cost of discs and needles. As a voice amplifying system, it serves audiences of about 500 persons.

PRESTO *Model "L"* TRANSCRIPTION PLAYBACK

Its extreme simplicity and remarkably clear, wide range reproduction have made the Model "L" a favorite of radio stations, advertising agencies and program producers. It consists of a 12" dual speed rim-driven recording turntable, a 16" pickup on a swivel mounting which folds into the case when not in use, a 4½ watt amplifier and an 8" loudspeaker, mounted in a single case. The speaker mounted in the case cover is equipped with a 20' extension cable. Semi-permanent needle supplied as initial equipment.

Telephone Orders to LO 3-1800

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

HONOLULU

KGU

FOR FULL COVERAGE OF HAWAII

N. B. C. IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

nated for hearing will be named as parties only if the Commission in its discretion deems such action advisable.

§1.385 Petitions to intervene.—(a) Where the Commission has failed on its own motion to name as parties to a hearing any person specified in Section 1.384(b), such person will be permitted to participate in the proceeding by filing a petition to intervene showing that he comes within the provisions of Section 1.384(b). Where the petition to intervene is based upon a claim that a grant of the application would cause electrical interference to an existing station or a station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations, the petition must be accompanied by an affidavit of a qualified radio engineer which shall show either by reference to the Commission's Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission's Standards of Good Engineering Practice that electrical interference will be caused to the existing station or station for which a construction permit is outstanding within the normally protected contour of the station.

(b) Any other person desiring to participate in the hearing may file a petition to intervene. The petition must set forth the interest of the petitioner in the proceedings and must show how such person's participation will assist the Commission in the determination of the issues in question. The Commission in its discretion may grant or deny such petition or may permit intervention by such persons limited to particular issues or to a particular stage of proceeding.

(c) The granting of any petition to intervene shall not have the effect of changing or enlarging the issues specified in the Commission's notice of hearing unless the Commission shall on motion amend the same.

(d) Petitions to intervene under this section must be filed with the Commission not later than 15 days after the issues in the hearing have first been published in the Federal Register. Any person desiring to file a petition to intervene after the expiration of such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the petition will not be granted.

§1.386 Motions to enlarge or change the issues.—Motions to enlarge or change the issues may be filed by any party to a hearing. Such motions must be filed with the Commission not later than 15 days after the issues in the hearing have first been published in the Federal Register. Any person desiring to file a motion to enlarge or change the issues after the expiration of such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the motion will not be granted.

§1.387 Petitions for reconsideration or for rehearing.—(a) Where an application has been granted without a hearing, any person aggrieved or whose interests would be adversely affected thereby may file a petition for reconsideration of such action. Such petition must be filed with the Commission within 20 days after public notice is given of the Commission's action in granting the application. Such petition will be granted if the petitioner shows that:

(i) Petitioner is an existing licensee or permittee and a grant of the application would require the modification, revocation, or non-renewal of his license or construction permit; or

(ii) That petitioner is an existing licensee or permittee and a grant of the application would cause interference to his station within the normally protected contour as prescribed by applicable Rules and Regulations; or

(iii) At the time the application was granted, petitioner had a mutually exclusive application pending before the Commission; or

(iv) A grant of the application is not in the public interest.

(b) Where an application has been granted or denied after hearing, petitions for rehearing may be filed within 20 days after public notice is given of the Commission's action in granting or denying the application. Petitions for rehearing by persons not parties to the Commission's hearing will not be granted unless good cause is shown as to why it was not possible for such person to participate earlier in the Commission's proceeding.

(c) Where a petition for reconsideration or for rehearing is based upon a claim of electrical interference within the normally protected contour of an existing station or a station for which a construction permit is outstanding, such petition must be accompanied by an affidavit of a qualified radio engineer which shall show either by reference to the Commission's Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission's Standards of Good Engineering Practice that electrical interference will be caused to the station within its normally protected contour. If the claim of interference is not based upon actual measurements made in accordance with the Standards of Good Engineering Practice, it may be controverted by affidavit containing results of actual measurements made in accordance with the Standards of Good Engineering Practice.

(d) Each petition for reconsideration or rehearing shall be subscribed as provided in Section 1.122 and served upon all parties participating in the hearing in the manner provided in Section 1.141. In the case of a petition for reconsideration of a decision, order, or requirement made without a hearing, the party filing the petition shall serve the same in the manner provided in Section 1.141 upon the party or parties to whom such decision, order, or requirement was directed.

(e) Any opposition to a petition for reconsideration or rehearing may be filed within 10 days after the filing of such petition.

(f) Petitions for reconsideration or rehearing filed under this section may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding; or (5) such other relief as may be appropriate. Such petition shall state specifically the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order, or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the petition is based upon a claim of newly discovered evidence, it must be accompanied by a verified statement of the facts relied upon, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

[Proposed Rule] §1.388 Special rules relating to action on application for assignment and transfer of control.—(a) Applications for consent to the assignment of a construction permit or license for an AM, FM, television, or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on Form F.C.C. No. 314 (Assignment of License) or F.C.C. No. 315 (Transfer of Control). Each application shall be accompanied by a copy of a proposed notice in a form prescribed by the Commission which notice the licensee or permittee shall cause to be published at least twice a week for the 3 weeks immediately following the filing of such application in a daily newspaper of general circulation published in the community in which the station is located. The notice shall state the terms and conditions of the proposed assignment or transfer, the name of the proposed assignee or transferee, and, further, that any other person desiring to purchase the facilities upon the same terms and conditions may file an application to this effect with the Federal Communications Commission within 60 days from the date of the first publication of the notice, which date shall be expressly set forth therein. Upon receipt of the application, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that others may file competing applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of filing, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application. In the case of such competing application, it shall be necessary for the applicant to execute only so much of the application form as relates to the proposed assignee or transferee—F.C.C. Form No. 314, Part II, and Form No. 315, Part III.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original applica-

(*Continued on page 76*)

"DISTINGUISHED Service to Safety" award is presented to J. Edward Trainer, vice president of Firestone Tire & Rubber Co., by Ned H. Dearborn, president of National Safety Council. Award, made on *Voice of Firestone* Jan. 14, is for firm's industrial safety record.

MAMMY DONE TOL' US NOT TO PICK UP OUR SASSER (Ky.)!

And we always does what Mammy says! Besides, Sasser (a typical Kentucky settlement) offers little for the picking! Now the Louisville Trading Area, which we *do* pick up (and vice versa) is far different! The home of over a half-million people (with more money than is to be found in the rest of the State *combined*) it's the part of Kentucky that's *worth* putting a spoon into! Want a taste?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. N.B.C.

FREE & PETERS, INC.
National Representatives

In the UTAH market

The Station That DOES Things

KDYL SALT LAKE CITY

UTAH'S NBC STATION

JOHN BLAIR & CO. National Representative

At Long Last!

A FOLDED DIPOLE TURNSTILE F.M. ANTENNA

By WINCHARGER

1—VERY BROAD BAND — incorporates features of ordinary turnstile with vast improvement of FOLDED DIPOLE principle.

2—PROVED by 4 years actual service in leading 50 K.W. station.

3—FACTORY PRETUNED—no field adjustment.

4—LARGE SAFETY FACTOR

5—DESIGNED by high frequency and Radar antenna engineers of Zenith Radio Corporation.

6—COMPLETE "PACKAGE" — one company supplies everything — And No Extras to Buy.

Phone, Write or Wire

Antenna Tower Dept.

WINCHARGER CORPORATION

SIOUX CITY 6, IOWA

Rules

(*Continued from page 75*)

tion upon its merits and will grant it if it appears from an examination of the application and supporting data public interest will be served thereby; otherwise it will be designated for hearing. If, during such 60-day period, any other application is filed, all such applications will then be considered simultaneously upon their merits, and if, upon such consideration, it appears that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer would otherwise be in the public interest, the Commission will grant the original application without a hearing. If the Commission is unable to make such a determination upon consideration of the several applications, the original application and all competing applications will be designated for hearing, to be heard in a consolidated proceeding, to determine among other things which of the applicants is best qualified to operate the station in the public interest.

(d) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer is otherwise in the public interest, an order will be entered granting the original application. However, if the Commission is of the opinion that one of the other applicants is the best qualified and that a transfer is otherwise in the public interest, an order will be entered denying the original application and stating that the Commission's consent to an assignment of the license or construction permit or to the transfer of control of the corporate licensee or permittee and such competing applicant enter into and file with the Commission within 30 days from the date of such order a contract for the assignment of the license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same terms and conditions as stated in the original application or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

(e) The provisions of this section shall not apply to the following cases: (1) Where there is a reorganization of a corporation which holds a license or construction permit, involving no change in beneficial ownership; (2) where there is an assignment from a decedent to his executor or administrator or from the executor or administrator to his duly appointed successor. This section, however, shall apply to an assignment or transfer from an executor or administrator to heirs, trustees, or third persons; (3) where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any change in their respective interests or from a corporation to the individual stockholders controlling such corporation when there is no change in their respective interests; or (4) any other assignment or transfer that does not involve any change in the actual or beneficial ownership of the licensee.

Radio Fan No. 1

AFTER Gen. Dwight D. Eisenhower concluded his demobilization speech on the air Jan. 18, he received a phone call congratulating him. No one was more surprised—or more pleased than the general. It was the President of the United States.

Taylor-Pearson-Carson Holds Canada Meeting

ALL PHASES of radio broadcasting were discussed at the second annual meeting of sales and production executives of the Taylor-Pearson-Carson group of stations in Canada at Calgary, Jan. 10-12. Bert Cairns, manager of CFAC Calgary, was chairman of production meetings, and Perce Gayner, All-Canada Radio Facilities, Winnipeg, chairman of sales meetings.

Attending the meet were: Bill Guild, Lyman Potts, CKOC Hamilton; Waldo Holden, Orrin Bottsford, Jack Kemp, CKRC Winnipeg; Jack Sayers, Wilf Collier, Bruce Pirie, CKCK Regina; Fred Laight, CKRM Regina; Cam Perry, CJOC Lethbridge; Fred Shaw, Jack Stewart, Bob Charman, Norm Inkster, Don Oaks, Joe Marks, Gordon MacKay, Don Hartford, CFAC Calgary; Art Nichol, Dalton Elton, CJCA Edmonton; Bob Buss, CHAT Medicine Hat; Art Balfour, CFGP Grande Prairie; Norm Harrod, CJAT Trail; Stewart MacKay, Laurie Irving, CKWX Vancouver; Lee Halberg, Dick Batey, CJVI Victoria; H. R. Carson, Al MacKenzie, Jack Cavanaugh, All-Canada Radio Facilities, Calgary.

Awards Considered

PLANS to make annual awards for excellence in radio performances are being considered by the Radio Directors Guild. Possibility that the awards would be made for superior acting, as the Academy of Motion Picture Sciences "Oscars" are, is under consideration. Guild members were asked to suggest the branches of radio production in which awards should be made.

EXPANSION STARTED IN MID SOUTH NET

EXPANSION PLANS for the Mid South Network in Mississippi have been set in motion at WCBI Columbus, switching point for network and regional feeding to WMOX Meridian, WELO Tupelo, and WROX Clarksdale. WMOX has not yet been completed.

Production Manager P. B. Hinman Jr., returned after three years in the army, said several additions to the staff have been made, including: Bob Jordon, news editor; Charles Newman and Al Baxter, announcers; Mims Boswell Jr., control and traffic supervisor; L. E. McRaney Jr., engineer. Holt Dyess has been appointed chief engineer. Mr. Hinman said special emphasis is being placed on local and regional news coverage and that a new agricultural program had been built around local news for farmers.

For WMOX, one small and two large studios have been designed, plus an auditorium studio seating 750 persons, and new RCA equipment is being installed. The station will be affiliated with Mutual, Mid South, and Keystone. It will have fulltime Associated Press news and Standard Library services. Studios and offices will be on the second floor of the $500,000 three-story WMOX building.

Mid South officials said new sponsors and programs on the network group when WMOX goes on the air will include Nebraska Milling Co., *Saturday Bible Class*, *Presbyterian Hour*, Rev. B. C. Willcutt, Manhattan Soap Co., *Old Fashioned Revival Hour*.

Major Birney Imes Jr., owner and licensee of the stations, will have his offices in expanded quarters at WCBI [BROADCASTING, Nov. 12]. General Manager Bob McRaney said the building program there would be completed within three months.

Books Donated

OVER 2,600 magazines and books were delivered to WGTM Wilson, N. C., after an appeal by Dick Davis on his daily "Around the Town" local news broadcast.

"WDAY SHORE KEEPS 'EM RUNNING, TOO!"

Right! If we ever pat ourselves on the back, it's because so many *local* advertisers choose to remain our practically perpetual clients. They're the ones who really *know* a station's selling power!

One such is W. W. Wallwork, Fargo Ford Dealer. For fifteen years, five days a week, every week, we've broadcast its program to the Red River Valley.

Pretty good indication that Wallwork rates us highly, don't you think? And Wallwork is only one of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

"MEMO"

Must Contact

WBOC

Salisbury, Md.

One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

ARMY EXPLOITS draw icy stares and yawns from four seamen-veterans back at NBC Central Division announcing jobs in Chicago as Hank Cooke (right), ex-Air Corps lieutenant, recounts tales to co-workers. Disinterested quartet (l to r): Ned LeFevre, chief specialist, USCG; Dave Garroway, Norman Barry, Robert Brown, Navy lieutenants.

Feature

(*Continued from page 10*)

decided that the house should be ready for occupancy in 30 days.

Nov. 20, contractor, architect, building lot and utilities were secured. The station contacted labor leaders and building supply firms. They assured their full cooperation and interest. KIEM retained a firm of certified public accountants to compute costs. FHA consented to post-construction approval.

Midnight oil burned, and on Nov. 21, basic plans were placed in the hands of Contractor Glen Nash. Construction of "Yardstick House" began.

From 9:45 to 10 every evening KIEM broadcast a nail-by-nail dollar-by-dollar report. The station sent listeners a printed floor plan to supplement broadcasts.

When rain impeded progress, workmen erected tarpaulins and went on working. Labor and material shortages proved surprisingly few.

UP told the story to the press, and mail from as distant places as Florida and Texas swelled the volume of Pacific Coast interest.

One day ahead of schedule—Dec. 17—it was evident the house would be completed the following day. During that evening's broadcast, Mr. Smullin announced that the next day workmen would escort visitors on a tour of the house. One spot announcement was made the following morning urging visitors to come early.

Over 1500 flocked to see the finished product that day. They left hopefully after checking itemized cost charts displayed in each room. KIEM special events staff members were on hand and public opinion sampled on transcriptions.

Dec. 19, the house was occupied.

The seven room, two-bath, hardwood floored home, containing 1600 square feet, of all redwood construction had cost $4.44 per square foot—a concrete answer to the fundamental housing question.

Sellers

(*Continued from page 10*)

WBBM's publicity and special events department. A few months later she became head of the department and remained until 1935 when she joined Lord & Thomas (now Foote, Cone & Belding) to do publicity.

It was at Lord & Thomas that she got to know many of radio's present-day celebrities. She recalls L&T's earliest ventures into radio with the then comparatively unknown Lum 'n Abner, Amos 'n Andy and *Kaltenmeyer's Kindergarten* in which two of the school's more obnoxious brats were played by a Mr. and Mrs. Jordan, later to become a household name as Fibber McGee & Molly. She remembers the date when she became timebuyer (1937) for L&T because about that time the agency auditioned a young man, Bope Hope by name, for one of their best accounts, Pepsodent.

Hope's success, predicted by Holly, contributed somewhat to her standing at L&T as a gal who was going places and in 1938 she became Chicago radio director.

She remained with L&T until 1941 when she resigned to join John Blair & Co., as director of sales research and promotion.

Miss Shively joined Ruthrauff & Ryan in 1943 as assistant to Roswell (Ros) W. Metzger, vice president in charge of radio. She now handles all of the agency Chicago timebuying and acts as department business manager.

In private life she is Mrs. Stuart Riordon. Her husband is regional cargo sales manager of American Airlines. During the war the pressure of both their jobs made it impossible for either to see much of the other. "It got so we were making appointments for breakfast," Holly says, "but now Stu even manages to stay home three or four nights a week. Unless, of course, the airline calls him up at midnight, which it frequently does."

The Riordons have been married since 1936 and live in a huge, rambling farmhouse near Elmhurst, Ill. They have identical hobbies: Gardening in the summer and reading in the winter. Other than that, they live, as Holly describes it, "very quiet lives."

D. C. Ad Club To Stage Institute on Television

TELEVISION Institute will be held Jan. 29 at the Hotel Statler, Washington, under auspices of the Advertising Club of Washington. All-day session is planned, consisting of Advertising & Merchandising Panel 10 a.m.-noon; luncheon with four guest speakers; Programming & Productional Panel, 2-4:30 p.m. FCC Chairman Paul Porter is planning to attend the luncheon.

Among participants will be Paul Raibourn, president, Television Productions, New York; Paul Mowrey, ABC television supervisor; Charles J. Durban, U. S. Rubber Co.; Dr. Allen B. Du Mont, Allen B. Du Mont Labs.; E. W. Engstrom, RCA Labs. research director; David Arons, Gimbel's, Philadelphia; Maurice Gorham, BBC television director (via shortwave); Richard Hubbell, Crosley television supervisor; William F. Valentin, American Central Mfg. Co.; Bob Emery, Bamberger TV director; John Reed King, CBS; Ralph Austrian, executive vice president, RKO-Television Corp. Programming is being handled by *Televiser* magazine.

Video Extensions

LICENSE renewals of six television commercial stations and of several experimental video outlets were granted last week by the FCC on a temporary basis, subject to changes in frequency assignments resulting from reallocation of FM and video. WPTZ Philadelphia, on Channel 3, (66-72 mc) was continued to Feb. 1. Licenses of the following commercial video outlets were extended to April 1: WBKB Chicago, Channel 2 (60-66 mc); WCBW New York, Channel 2; WABD New York, Channel 4 (78-84 mc); WRGB Schenectady, Channel 3; WNBT New York, Channel 1 (50-56 mc). (Complete list of stations in FCC Actions, page 87).

KECA Remodels

KECA Hollywood, owned and operated by ABC, will remodel its newsroom and main auditorium at 1440 N. Highland Ave., with work starting by March 1, according to Clyde Scott, manager.

DRUG SALES
in WLAW-Land
TOP U. S. AVERAGE

As estimated by Sales Management, drug sales within WLAW's .5 mv/m contour approximate $40,701,000. Drug sales per family, $83.90 . . . $5.90 per family higher than U. S. average!

5000 Watts 680 kc

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.
NATIONAL REPRESENTATIVES:
WEED & CO.

CUT THE COST OF HANDLING YOUR PREMIUM RESPONSE AS MUCH AS ONE THIRD!

Write and tell us how many premiums you expect to send out by the end of your campaign, what your premium is and whether you make a charge to the consumer for it.

We can then tell you by how much your costs can be cut, and it won't cost you a cent to find out!

Our plan calls for the cooperation of your present fulfillment house, so please do not delay in telling us about your problems.

NAMES UNLIMITED, INC.

25 W. 45 Street, New York 19
75 E. Wacker Dr., Chicago 1, Ill.

THERE'S ONLY
1
EMPIRE STATE
BUILDING
but
WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—
Loew's Affiliate

KTFI

TWIN FALLS · IDAHO

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P O BOX 1324 • MEXICO, D F

630 KILOCYCLES
5000 WATTS FULL TIME
American Broadcasting Co.
Represented Nationally by
John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

WOKO Highlights

(*Continued from page 20*)

newal of a license, the quality of the applicant's programs and the adequacy of the applicant's mechanical and scientific broadcasting facilities are principal among the elements to be considered."

* * *

"It is the duty of the court to . . . see if there is anything material in the evidence which should have been found by the Commission, but which is omitted in its findings. The latter is important because, if the administrative agent fails to find formally some relevant element of the factual situation, there is disclosed the beginning of an arbitrary or capricious conclusion."

* * *

"When a broadcasting station has been constructed, necessarily at considerable cost, and has been maintained and operated to the satisfaction of its listeners, it is ordinarily in the public interest that the station should continue to operate, and a renewal of its license should not be refused unless there exist as a basis for the refusal what this court has called 'compelling reasons'."

* * *

". . . the guiding star of the Commission concerning the issue of a station license or a renewal thereof is fixed by the statute as the service of the interest, convenience or necessity of the public."

* * *

"Its decision in the present case constitutes a departure from the course which the Commission has taken in dealing with misstatements in applications in other cases. . . . Indeed it has been said that the adoption of an administrative agency of different standards for similar situations amounts to acting arbitrarily."

* * *

"In spite of the absence of a vested property right in the continuance of the license, however, the Commission may not destroy or diminish the capital investment of the licensee by withholding a renewal of the license unless in the exercise of a sound discretion it decides that the public interest, convenience, or necessity requires that such a drastic step be taken."

* * *

"The Act does not confer upon the Commission any punitive jurisdiction, and a license or its renewal may not be withheld in order to punish an applicant for violating the Act or a rule or regulation of the Commission. Such violations are to be punished only by the imposition after conviction of heavy fines imposed by Sections 501 and 502 of the Act. Nor does the Commission claim the right to punish, but on the contrary disavows any punitive intent here."

* * *

"The Commission was quite justified in feeling vexed at the deception, and perhaps would have been justified in seeking criminal prosecution of Smith or of the appellant itself."

* * *

". . . we conclude that the Commission acted arbitrarily . . . with the concomitant results of disestablishing an established and satisfactory radio station, and of imposing upon its corporate owner the entire loss of its good will and the serious impairment of the value of its capital assets."

* * *

CHIEF JUSTICE Groner, in his dissent, wrote:

"The Commission's drastic order, terminating the life of the station, punishes the innocent equally with the guilty, and in its results is contrary to the Commission's action in several other comparable cases. But that the making of the order was within the discretion of the Commission, I think is reasonably clear."

* * *

"The case, as I think, turns rather upon the question whether the statutory power of the Commission to determine public interest, convenience, or necessity is broad enough to authorize the rejection of a license for renewal for repeated false swearing in statements of fact required to be filed by the Commission's rules and regulations. An affirmative answer to the question seems to me to be obvious on the grounds of public policy and, accordingly, I do not stop to inquire whether the express statutory authority to revoke impliedly embraces also the power to refuse to renew."

SALES POWER of *Queen for a Day*, sponsored on MBS by Miles Labs. for Alka-Seltzer, was discussed in closed circuit broadcast Jan. 18 on 42 MBS stations. Conference originated from WOR New York and WGN Chicago. Chicago participants (l to r): Perry Shupert, Miles sales manager; Walter Wade, executive vice president, Wade Adv. Agency; Charles S. Beardsley, Miles president; Ade Hult, MBS Chicago vice president; O. B. Capelle, Miles sales promotion manager.

British Fee Doubled

RADIO listening license fees in Great Britain will be doubled, House of Commons was informed by Minister of Information E. J. Williams, amounting to 10 shillings (about $2) under the new rate. Over 10,000,000 hold licenses. New license will be introduced for television, to cost about $8.

Newscast Holding Appeal for Public

UNEXPECTEDLY slight declines in listener interest in radio news programs since the war was reported last week by Cooperative Analysis of Broadcasting.

Average radio listening to 17 commercially sponsored network news programs declined less than one percentage point in December, 1945, from the corresponding 1944 period when war news was particularly vital because of the Battle of the Bulge.

Average rating of the 17 news shows in December, 1945, was 6.5, as compared with an average rating of 7.1 for December, 1944, the report showed.

Plans for expansion in 1946 were revealed by CAB but significantly lacking was any direct answer to rival researcher C. E. Hooper's charges that CAB served no useful purpose [BROADCASTING, Jan. 21].

CAB sent a 29-page statement to its members, outlining its recent progress and charting its plans.

Fibber McGee & Molly was top show on the latest report. *Bob Hope* was second and *Charlie McCarthy* third.

In the CAB report two weeks ago, Hope was first, *Fibber McGee & Molly* second. List of top ten nighttime network shows with ratings follows:

Fibber McGee & Molly 24.5; *Bob Hope* 23.6; *Charlie McCarthy* 20.3; *Lux Radio Theatre* 20.2; *Jack Benny* 20.2; *Fred Allen* 19.8; *Mr. District Attorney* 18.3; *Red Skelton Show* 17.9; *Walter Winchell* 17.8; *Eddie Cantor Show* 16:4; *Screen Guild Players* 16.3; *Take It or Leave It* 14.9; *Aldrich Family* 14.8; *Sealtest Village Store* 14.8; *Abbott & Costello* 14.6; *Amas 'n' Andy* 14.5; *Kraft Music Hall* 14.5; *Fitch Bandwagon* 14; *Joan Davis Show* 13.8; *Truth or Consequences* 13.7.

NLRB Hears Union Jurisdiction Rift

Controversy Around CBS' White Collar, TV Workers

BROADCASTERS — both sound and video—are watching with interest the trend that will develop as a result of a hearing held last week before the National Labor Relations Board in New York to decide the scope of the bargaining unit of one of three unions which (after an election) will represent the CBS professional and white collar workers. Board is to decide (1) whether a union will represent radio and television workers in one unit or separate television from sound broadcasting, and (2) whether or not television directors and assistant directors should belong to the same union as the other white collar workers.

Unions presenting their petitions before Robert Silagi, regional trial examiner for NLRB, at hearings which started Jan. 15 to 18 and continued Jan. 22 and 23, are as follows: International Alliance of Theatrical Stage Employes (AFL), International Brotherhood of Electrical Workers (AFL); and United Office and Professional Workers of America (CIO). Radio Directors Guild (independent) appeared before the examiner to maintain that television directors, currently unorganized, should be under its jurisdition.

IATSE Disagrees

All these unions but IATSE agree that television and radio white collar workers should be grouped together in one unit. IATSE, on the other hand, argues that television workers should be a separate and distinct group. IBEW and UOPWA have also agreed to exclude television directors and assistant directors from the general group, while IATSE maintains that they should be included with a general television unit represented separately from the standard radio group.

CBS favors a single integrated unit but is neutral as to which union will be bargaining agent.

Howard Hausman, CBS attorney, represented the network at the hearings. Samuel M. Sacher, attorney, appeared for UOPWA. Freedman Hurd and Edward Harley were the attorneys acting for IBEW, and David Halper, attorney, represented IATSE.

At the conclusion of hearings on Jan. 23, in an off-the-record discussion, the disputing parties pointed out that there was a good possibility of their reaching an independent solution before the case is transferred to Washington. As a result, Mr. Silagi ruled that seven days would be allowed for this and if at the end of that time (Jan. 30) the case is not settled it will be transferred in the usual manner to the national board in Washington. Decision then will be handed down in about two months.

KTBI Relay

STRIKE of Tacoma, Wash., telephone employes only temporarily worried KTBI members who were assigned to handle line coverage of an out of town basketball game. With pickets blocking building in which telephone equipment was stored, station members as last resort grabbed sales staff cars and relayed recordings of game to studios. Play-by-play continued as usual and was only 20 minutes behind game.

Raphael to Y & R

GAIL M. RAPHAEL, released from duty as Navy lieutenant, has joined copy staff of Ruthrauff & Ryan, New York. He was with Lord & Thomas before war.

WORL ASSIGNMENT DELAY EXPLAINED

ASSIGNMENT of 300 shares in WORL Boston in 1937 was not reported to the FCC at that time because there was no final purchase of the stock until 1943, counsel for the station contended last Thursday in oral arguments before the Commission.

A proposed decision denying renewal of the station's license was issued by the Commission last October [BROADCASTING, Oct. 29], charging concealment of ownership and filing of false information regarding acquisition and transfer of stock. The station is owned by Harold A. Lafount, former Federal Radio Commission member, and Sanford H. and George Cohen, counsel for the Arde Bulova interests.

Sloan, Nelson Are Appointed To New Westinghouse Posts

Mr. Sloan

Mr. Nelson

APPOINTMENTS of F. M. (Todd) Sloan as assistant manager of Westinghouse Radio Stations Inc. and F. P. (Pete) Nelson as Washington representative with liaison duties between company headquarters and the nation's capital in all phases of broadcast operations were announced last Monday.

The reassignments [CLOSED CIRCUIT, Jan. 21] were announced by Walter Evans, vice president and executive head of WRS Inc. and vice president of Westinghouse Electric Corp. Both appointments are to new posts created as part of the company's postwar expansion program, Mr. Evans asserted.

Mr. Sloan, Westinghouse engineer, during the war headed a world-wide engineering service organization for the company. Mr. Nelson is a former manager of Westinghouse international shortwave and television.

As assistant manager of WRS Inc., Mr. Sloan will have offices at broadcast headquarters in Philadelphia. WRS general manager is Lee B. Wailes. The new assistant manager was Boston plant manager of WBZ, WBZ-FM, and WBOS, international shortwave station, during early years of the war. In 1943 he was called to the Westinghouse Baltimore works to take charge of the field engineering service department, which he developed and supervised both at the home plant and in theatres of operations where Westinghouse was making radar and other electronics installations for the Navy. Recently he has been associated with the Home Radio Division, to establish a national service organization.

Mr. Sloan has been identified with radio since student days at the U. of Missouri, from which he received the BS degree. He has engaged in communications work on world cruise boats, in mining camps and in motion picture theatres and at KMOX St. Louis and Westinghouse stations KDKA Pittsburgh, KYW Philadelphia and WBZ Boston.

Mr. Nelson, new Washington representative, was identified with Westinghouse international shortwave operations from 1939 to the outbreak of war, first in Pittsburgh and then in Boston where he was manager of WBOS. In 1941 he went on leave from WRS for duty with the OWI Overseas Branch. As assistant chief, Bureau of Communications Facilities, New York, he organized equipment and personnel and then was detailed to establish a similar operation in San Francisco. He was chief of the Bronze Network while in New York and chief of the Pacific Network while on the West Coast, winning a commendation from OWI Chief Elmer Davis.

He returned to Westinghouse in January 1944 to become manager of television. A member of the 1923 class at the U. of Illinois, he started his radio career selling advertising in Chicago in 1928, and later became an agency timebuyer.

The appointments followed by a week the announcement that Charles S. (Cy) Young, manager of WBZA Springfield and WBZ and their FM affiliates, had been named manager of Westinghouse station KEX Portland, Ore. [BROADCASTING, Jan. 21]. Mr. Young succeeds J. B. Conley, who, officials said, will return East for a position as yet unannounced.

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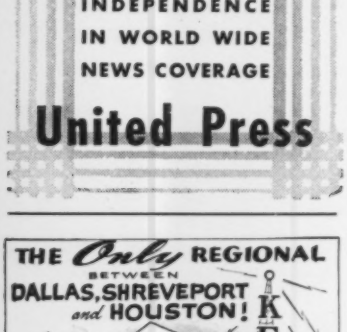

1000 WATTS day and night!

WOKO Decision

(*Continued from page 20*)

amined and must govern its determination."

In dealing with a renewal application, "it is obvious," the court held, that the applicant's quality of programs and the adequacy of its physical facilities "are principal among the elements to be considered."

Satisfactory Service

"Substantial and undisputed evidence in the record shows that Station WOKO consistently has rendered reasonably satisfactory service to its listeners and that it has not been guilty of delinquency in service which would support the conclusion that it should be denied a renewal of its license for that reason," said the opinion.

"It is perhaps not without significance that at the hearing the Commission's counsel objected to the introduction of evidence by the appellant intended to show that it had served its area well and that it is mechanically and scientifically equipped to do so," said the opinion. While the trial examiner received the evidence, the court found the FCC made no finding on it. "The latter is important because, if the adminstrative agent fails to find formally some relevant element of the factual situation, there is disclosed the beginning of an arbitrary or capricious conclusion," wrote Justice Miller.

Furthermore the Commission ignored the value of property "which its decision would render almost valueless," the opinion stated. "It failed to notice the innocence of (Raymond M.) Curtis and The Press Co. (part owners) concerning (Harold E.) Smith's concealment of (Sam) Pickard's stock ownership. These things we regard as being material," it continued.

Need 'Compelling Reasons'

When a station has been constructed at considerable cost and has been operated "to the satisfaction of its listeners, it is ordinarily in the public interest that the station should continue to operate, and a renewal of its license should not be refused unless there exist as a basis for the refusal what this court has called 'compelling reasons'," the decision held. "These reasons must be such as bear on the interest of the public, or such as have effect upon its necessity or its convenience; nothing less can be 'compelling' and on no other ground does the statute authorize the Commission to deny the renewal."

Under Section 308 of the Communications Act the FCC may revoke a license for false statements, either in the application or in the statements of fact which may be required under Section 308, but "it is impossible to dissociate the provision of Section 312 from those of Sections 307 and 309," the Appeals Court held. In reaching a decision to revoke or deny renewal of license the Commission "must weigh, as it apparently heretofore has done consistently, the competing considerations which enter into the determination of the question whether the public interest, convenience, or necessity would be served by a revocation," the opinion said. "Any other construction of Section 312 would arm the Commission with arbitrary power to revoke a license for the most inconsequential misstatement by the licensee."

Common justice to the owner of a station who has devoted considerable investment to serving the public, requires that "for no reason less than a 'compelling' one should his physical property be rendered valueless except for what it may bring at a sacrificial sale," the court held.

"In spite of the absence of a vested property right in the continuance of a license, however, the Commission may not destroy or diminish the capital investment of the licensee by withholding a renewal of the license, unless in the exercise of sound discretion it decides that the public interest, convenience, or necessity requires that such a drastic step be taken," Justice Miller wrote.

"The denial of the renewal because of the applicant's failure to show the beneficial ownership of 24% of its capital cannot be justified as a penalty for making false statements. The Act does not confer upon the Commission any punitive jurisdiction and a license or its renewal may not be withheld in order to punish an applicant for violating the Act or a rule or regulation of the Commission. Such violations are to be punished only by the imposition, after conviction, of the heavy fines imposed by Sec-

Hinckley ABC Vice President; Kintner, Dart Elected to Board

Mr. Kintner, Mr. Hinckley, Mr. Dart

ELECTION of Robert H. Hinckley, long-time key government official, to a vice presidency and membership on the board of American Broadcasting Co. was announced last Wednesday.

Announcement came simultaneously from Edward J. Noble, chairman of the ABC board, and from the White House. In announcing Mr. Hinckley's resignation as U. S. Director of Contract Settlement effective Feb. 1, President Truman said the government veteran would join ABC.

Kintner, Dart Elected

At the same time, Mr. Noble announced the election of two other board members: Robert E. Kintner, who was recently elected to an ABC vice presidency, and Justin W. Dart, president of United Drug Inc. Both Messrs. Kintner and Dart are minority stockholders in ABC.

Mr. Dart, formerly general manager of Walgreen Co., drug store chain, joined United Drug in 1942. He is also a director of United Air Lines.

Mr. Hinckley's association with ABC hardly came as a surprise. Informed quarters had predicted for months that the firm friendship between him and Mr. Noble would eventually direct him to ABC. The two men served together in Washington. Mr. Noble was Under-Secretary of the Dept. of Commerce and Mr. Hinckley was Assistant Secretary. Both also had served as members of the Civil Aeronautics Authority.

Mr. Hinckley's wife is half-owner of KALL Salt Lake City, a Mutual outlet. He will study operations in New York, it is understood, before being assigned.

Mr. Kintner went to ABC in September 1944, after long service as a Washington newspaperman and as a lieutenant-colonel in the War Dept.'s Bureau of Public Relations.

It was considered significant that Mr. Noble was formerly a large stockholder with United Drug Co. Mr. Dart, it was reported, acquired ABC stock, the amount of which is undisclosed, upon his election to the board. Mr. Kintner was reported sometime ago to have acquired 12½% of ABC's stock, but this figure may be excessive.

It was expected that Mr. Hinckley would also become a minority stockholder in the network, but his acquisition of shares is reported not to have taken place yet.

tions 501 and 502 of the Act.

The FCC "was quite justified in feeling vexed at the deception," the opinion said, "and perhaps would have been justified in seeking criminal prosecution of Smith or of the appellant itself; but to say that this concealment, which did not induce or influence its former grants of renewal licenses, alone supports a conclusion that public interest, convenience, or necessity would not be served by the renewal, is in logic a *non sequitar*."

The FCC early last year denied renewal of the WOKO license, holding that Mr. Pickard owned a 24% interest which was listed in the name of his brother-in-law, R. K. Phelps [BROADCASTING, April 2]. During oral argument before the U. S. Court of Appeals last fall [BROADCASTING, Oct. 22], William J. Dempsey of Dempsey & Koplovitz, counsel for WOKO, contended that the Commission overlooked the station's public service in its findings. Harry M. Plotkin, FCC assistant general counsel in charge of litigation, argued the Commission had authority under the Act to deny the license.

AP Transcription Service Planned

PRESS ASSN. Inc., AP's radio division, announced last week that it was entering the transcription field, offering a new type of program labeled "cue-in" to introduce the voices of local announcers into transcribed shows.

Oliver Gramling, assistant general manager of the association, said the first programs would be marketed early in February. He incidentally revealed that the association was now calling itself "Associated Press Radio" as well as "Press Assn. Inc."

A new production department, headed by Paul Girard, has been formed to handle the new shows. Explaining the new method, Mr. Girard said the transcriptions, made in New York, leave gaps to be filled by local announcers. Timed scripts will be sent out with the transcriptions for local announcers to read.

Mr. Girard said the new method could be described as a refinement of the "open-end" type of transcription. PA's programs give the impression that the local announcer is participating with artists on the show.

Initially, PA has prepared four programs: *Sports Star Special*, *Star Time* and *Special Assignment*, all weekly 15-minute programs, and a library service of special arrangements by Cliff "Ukelele Ike" Edwards.

Body of *Sports Star Special* and *Star Time* consists of dramatization of the life of the personality featured on the show, preceded by the "cue-in" discussion between the local announcer and the star. *Star Time* will be slanted for women audiences. *Special Assignment* will dramatize experiences of reporters.

Bill Benton's Worries Mount As Byrnes Returns From UNO

IT IS UNLIKELY that William Benton, Assistant Secretary of State, spent a restful weekend.

His boss, Secretary James Byrnes, was home from the UNO conferences.

The Secretary twice has returned from conferences abroad, and each time he reached for a microphone.

This was the third time.

On Oct. 5, returning from London, he managed to grasp CBS only—because of the networks' policy against non-exclusive broadcasts except when the President speaks [BROADCASTING, Oct. 15].

On Dec. 30, returning from Moscow, he was set for an exclusive over NBC—but pressure brought to bear by other networks and independent outlets added up to NBC, CBS, MBS, ABS and WINX [BROADCASTING, Jan. 7].

No Secretary of State could ask for better coverage, but the manner in which it was obtained by Mr. Benton's office brought anguished protests from all of the networks.

"The State Department is trying to regiment the networks."

"The State Department is keeping news from the American people."

"The State Department preaches liberty and suppresses free speech."

The echo of this clamor hardly had subsided before the Associated Press announced that it was withdrawing its news service from the State Department's Office of International Information, another Benton project.

And United Press announced that it would do likewise, but its hand was stayed pending a conference with Mr. Benton.

INS indicated it would await the pleasure of a conference with the Assistant Secretary.

Withdrawal of all of the services would leave the State Department with no news reports upon which to base its 66 program hours a day in 21 languages over 36 shortwave transmitters.

Last Wednesday afternoon, Mr. Benton visited Robert McLean, president of the AP and publisher of the *Philadelphia Bulletin*. They met in the City of Brotherly Love.

Thursday morning he met with Hugh Baillie, president of UP. A few hours earlier, Maury Maverick, chairman of the Smaller War Plants Corp., who recently returned from a special mission to the Orient on behalf of the President, commented on the AP-UP attitude.

"Aside from the fact that I don't think the AP or UP has a moral right to take such a step, there is a serious question of whether your action is in line with the recent AP decision of the Supreme Court." He spoke in the first person singular because his statement was taken from a letter to Mr. McLean.

Regardless of the salutation, Mr. Maverick was answered immediately by Mr. Baillie who looks with competitive suspicion upon Mr. McLean.

"I have read Mr. Maverick's letter with interest," he said, "despite the fact that I know of no activity of his which ever qualified him as an authority on journalistic practices."

In all of this verbosity, Mr. Benton—whose reputation as an iconoclast is extensive—could not get a word in edgewise.

There was some encouragement in the fact that Ralph McGill, publisher of the *Atlanta Journal* and member of a three-man committee of the American Society of Newspaper Editors which toured the world seeking greater press freedom, publicly denounced the AP action in a telegram to President Truman.

But that was offset somewhat by Dean Carl Ackerman, Columbia U. School of Journalism, another member of the Committee, who took an opposite view. Wilbur Forrest, assistant editor of the New York *Herald-Tribune*, third member of the Committee, stood mute.

Mr. Benton returned to Washington Friday with no solution on international broadcasting. Mr. Byrnes, who broadcasts with or without firesides, doubtless would be inclined to take the air. And there was the spectre of the network exclusivity rule.

There was one ray of light in each problem. INS had taken no action. And on Friday, Jan. 18, Gen. Dwight Eisenhower had spoken over CBS, ABS, WINX Washington and WMCA New York.

The War Dept. had handled the Eisenhower address with considerably more adeptness than had been displayed by the State Dept. in the earlier Byrnes' talks, it was agreed.

War Dept. had announced that the General would speak. MBS immediately had proffered a time, seeking no exclusive. NBC had offered a time—but asked "exclusive" rights. ABS wanted it—at any time. ABC didn't want it. WINX and WMCA wanted it. CBS offered 9:15 to 9:30 p.m. War Dept. accepted CBS, and everybody carried it but NBC, MBS and ABC.

The point was, CBS did not specify that it wanted the broadcast EXCLUSIVELY. So it was interpreted in some circles as a breakdown in the exclusivity rule.

The brightest harbinger to Mr. Benton, surely, was the voluntary action of CBS Thursday in calling the State Dept., announcing that it was holding 10:30 to 11 p.m. Monday for the Secretary upon his return and making no overture about demanding it exclusively.

This could mean that CBS had decided not to be exclusive any more. It could mean that someone had listened to the advice of President Justin Miller of the NAB, who is supposed to have told the nets their policy was ill-advised.

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House Proposes $5,560,000 for FCC

FM to Be Billion-Dollar Business in Future, Porter Predicts

BUDGET of $5,585,000 for the FCC for fiscal year ending June 30, 1947 was recommended last week by House Appropriations Committee. This is $501,000 less than President Truman requested. FCC Chairman Paul A. Porter said Commission plans to increase personnel by 368 to expedite more than 1,000 pending applications and handle future expansion. He predicted FM will become a billion-dollar business, said broadcasting is most lucrative of all businesses.

A BUDGET of $5,560,000 for the fiscal year ending June 30, 1947, was approved by the House last week for the FCC. The appropriations Committee, reporting HR-5201 on Tuesday, 24 hours after President Truman's budget message, recommended a $501,000 reduction from the President's request of $6,086,000.

The President had requested $6,060,000 for normal functions, including the hiring of 368 additional persons most of whom would be assigned to help process the more than 1,400 applications now pending. Of the overall budget request, the FCC sought $979,983 for broadcast functions, an increase of $413,312 over the 1946 fiscal year.

Recommended reductions of the Appropriations Committee were $500,000 from regular functions and $1,000 from printing and binding. An amendment on the floor by Rep. Richard B. Wigglesworth (R-Mass.) to reduce the FCC budget still another $250,000, was defeated, 89-65. In its report the committee said the appropriations recommended should enable the Commission to "clear up the backlog of applications for broadcast licenses which are pending."

Increase of $187,000

Next year's budget represents an increase of $187,000 over the total budget appropriated for the 1946 fiscal year, when the Commission was broken into two functions —normal and national defense. The 1947 recommended appropriations is, however, $2,260,473 more than was appropriated for normal functions in the 1946 fiscal year.

FCC Chairman Paul A. Porter, during hearings before the Independent Offices Subcommittee on Dec. 12, said that while all national defense activities have been abolished, the Radio Intelligence Division, formerly the engineering field department, was being absorbed into the normal peacetime functions. Mr. Porter explained that monitoring work done by the RID would continue and with FM and television, the need for expanding work of policing the air-waves is greater.

Following is a breakdown of 1947 fiscal year requests as compared with 1946 fiscal for the broadcasting division:

Dept.	1947	1946
Engineering	$304,461	$105,670
Accounting	134,845	100,676
Law	277,280	166,194
Secretary	179,423	116,085
Other Admin. Units	83,974	78,046
Total	$979,983	$566,671

Personnel requirements for all departments were listed as follows:

Dept.	1947	1946
Engineering	873	706
Accounting	188	135
Law	136	86
Secretary	325	230
Other Admin. Units	91	88
Totals	1,613	1,245

Following past custom the hearings covered virtually every field of broadcasting from actual needs of the Commission to how much money broadcasters are making.

Discussions of a franchise tax again were prominent, with Rep. Wigglesworth, former member of the House Select Committee to Investigate the FCC most interested. He requested the FCC place in the record the earnings of three major networks (see story page 83) although such information is regarded as confidential. He wanted to know what the Commission was doing about recommending "some kind of a tax on the enormous earnings that the big chains have been realizing out of these Government franchises".

Chairman Porter, estimating that broadcasters earn 200% gross profits on depreciated plant cost on an annual basis, declared: "I do not want to be in a position of necessarily defending the excessive earnings of these companies, but I am certain that you are aware of the point of view that a broadcasting station, whether it be a network or an individual station, takes the position that the relationship between capital investment and earnings is not a true criterion; that they are a service organization as distinct from the usual manufacturing plant or merchandising plant, and they take the position they are just like an advertising agency that has no particular plant investment. There is no question in my mind but what these figures are indicative that it is one of the most profitable of American enterprises."

Billion Dollar FM

As for FM Mr. Porter predicted that it will become a billion-dollar industry "from the standpoint of receivers and transmitters."

"It is widely believed that FM will soon rival and thereafter surpass standard broadcasting as the accepted means of broadcasting in the U.S.," said the FCC justification statement. "The Commission is concerned not merely with hastening FM, but also with establishing it on sound licensing foundations, so that we will not have to spend the next 20 years in undoing the errors made in the first six months." The FCC is working towards a 90-day clearance of applications with hearings and 30-days without hearings, but "it is extremely unlikely that we can achieve this goal during the fiscal 1947 with the staff requested," the justification explained.

The Commission plans to ask Congress for legislation governing transfers at "high prices," Mr. Porter testified. In the meantime he told about the interim procedure which requires the advertising of stations for sale and calls for open bids. Even though the FCC has announced the open-bid system, it is "wholly without staff to institute this new procedure," he said.

'Breakfast' Tops Daytime Programs

'Ma Perkins' in Second Place On Hooper Report

LEADING weekday show in January daytime report by C. E. Hooper Inc., released last week, was *Breakfast in Hollywood* (Kellogg). The report showed average daytime sets-in-use was 17, or 0.8 less than in December, and 0.6 more than January 1945. Average daytime available audience was 74.7, an increase of 1.3 over December and 2 more than a year ago.

Ma Perkins (NBC) had highest sponsor identification index with 74.2. *Grand Central Station* had most women listeners per listening set, 1.45. John W. Vandercook had most men listeners per listening set, 0.8. *Jack Armstrong* had most children listeners per listening set, 1.46.

Top 10 weekday shows and their ratings follow:

Breakfast in Hollywood 8.3; *Pepper Young's Family* 7.9; *Ma Perkins* (CBS) 7.9; *Ma Perkins* (NBC) 7.6; *When a Girl Marries* 7.5; *Backstage Wife* 7.3; *Right to Happiness* 7; *Romance of Helen Trent* 7; *Stella Dallas* 6.9; *Breakfast in Hollywood* (Procter & Gamble) 6.8; *Young Widder Brown* 6.8; *Life Can Be Beautiful* 6.8.

Top-ranking Saturday daytime shows were *Grand Central Station* 8.6; *Stars Over Hollywood* 7.6 and *Theatre of Today* 7.

At the same time Hooper released ratings of weekday programs seven years ago:

Ma Perkins 11.3; *The Goldbergs* 10; *Guiding Light* 9.8; *Pepper Young's Family* 9.8; *Mary Marlin* 9.6; *The O'Neills* 8.5; *Road of Life* 8; *Life Can Be Beautiful* 7.9; *Stella Dallas* 7.8; *Our Gal Sunday* 7.7.

KVOP Joins MBS

KVOP Plainview, Tex., March 1 becomes an MBS affiliate, according to W. J. Harpole, owner. Station operates fulltime on 1400 kc 250 w.

Executors Given WICA Ashtabula

FCC Reserves Decision on Transfer to Trustees

ONE of the major points of dispute in the FCC's proposed auction plan of station transfers came up last week when the Commission granted the transfer of WICA Ashtabula, O., from the estate of the late owner to his executors—but not to the same persons acting as trustees.

Robert B. and Donald C. Rowley had applied for transfer of control of WICA Inc. to them in their capacities both as executors and as trustees under the will of the late C. A. Rowley, former owner [BROADCASTING, Nov. 5].

FCC Consent

The proposed open-bid plan [BROADCASTING, Dec. 24] provides that such transfers may be made from an estate to the executors or administrators without submitting to competitive bidding, but that public bids must be invited when the transfer is to "heirs, trustees or third persons."

In the WICA case, therefore, FCC announced Thursday that it had granted consent to transfer to Messrs. Rowley as executors but "reserved for decision at a later date the question whether the transfer should be approved to Robert B. and Donald C. Rowley in their capacity as trustees."

If the open-bid rule is formally adopted as proposed, FCC spokesmen explained, the proposed WICA transfer must then be submitted to public bidding against the Rowleys as trustees.

This phase of the proposed rule has been attacked specifically by Sioux Falls Broadcast Assn. Inc. (KSOO-KELO Sioux Falls) and Ruth Henkin and Morton H. Henkin as executors of the estate of the late Joseph Henkin and as his heirs and legatees [BROADCASTING, Jan. 14]. KLUF Galveston also has filed objection to the rule [BROADCASTING, Jan. 21]. Briefs opposing its adoption will be accepted by the Commission until Feb. 16. Date for oral argument has not been set.

WICA now operates on 970 kc with 1,000 w daytime only but has applied for unlimited-time operation. FCC last Wednesday ordered that this application be designated for consolidated hearing with applications of WEBR Buffalo seeking change from 1490 kc to 970 kc and WWSW Pittsburgh requesting change from 1490 kc to 970 kc with 5 kw unlimited time.

DuPont Entries

ENTRIES of stations and commentators in the 1945 competition for the annual Alfred I. DuPont Radio Awards have been closed, it was announced last week.

Presentation of the awards will be in mid-March in New York, but no specific date or place has been set.

Three Nets Earn $8,840,000 In 1944, House Group is Told

NET INCOMES totaling $8,840,000 for 1944 were reported for three of the four major nationwide networks by the FCC during hearings last December before the House Independent Offices Subcommittee on Appropriations, it was revealed last week when the Independent Offices Appropriations Bill (HR-5201) was reported out.

Normally held confidential by the Commission, the figures were placed in the record at the request of Rep. Richard B. Wigglesworth (R-Mass.), who questioned FCC Chairman Paul A. Porter about the "enormous earnings" of the "big chains".

The figures disclosed, however, that the three nets—ABC, CBS and NBC—paid into the Treasury $16,783,500 in Federal Income and excess-profits taxes. CBS showed the greatest income and the largest Federal taxes in 1944, with net of $4,678,000 and Federal taxes totaling $8,250,000. Mutual, being a cooperative network, does not report a net income.

NBC's net income after taxes was $3,590,000. That network paid $7,050,500 into the Treasury in Federal Income and excess-profits taxes. ABC had a net income of $372,000 and paid taxes totaling $1,483,000.

Porter's Statement

Rep. Wigglesworth questioned Mr. Porter about the cash investment of the networks. Said Mr. Porter:

"It certainly is not substantial as compared with their earnings. I know that for the industry as a whole we have used the figure that the gross profits of all stations are in excess of 200% of the depreciated plant cost on an annual basis." He explained, however, that broadcasting is looked upon as a service organization as distinct from a manufacturing plant and that it takes the position that it is similar to an advertising agency that has no particular plant investment.

Figures submitted over a five-year period show that net incomes dropped from 1940 while Federal taxes literally skyrocketed.

Throughout the five-year period CBS showed a greater net income than did either NBC or ABC and before the separation in 1942, than NBC Red and Blue networks. CBS also showed a much larger net investment in assets.

Income Before Taxes

Income for the three networks before taxes in 1944 aggregated $25,623,500, as compared to $13,267,000 in 1940. Federal Income and excess-profits taxes, however, accounted for $16,783,500 in 1944, as against $4,341,000 in 1940, leaving last year's net income after taxes $8,840,000. In 1940 the net income after taxes of CBS and NBC (then including the Blue) was $8,926,000.

THREE major networks—ABC, CBS and NBC—showed net income after taxes of $8,840,000 in 1944, but paid in Federal Income and excess-profits taxes total of $16,783,500, FCC revealed to House Subcommittee on Appropriations. Figures, received at Commission as confidential, were placed in open record at request of Rep. Richard B. Wigglesworth (R-Mass.), who asked about franchise tax on "enormous earnings" of the "big chains."

In 1942, first year that ABC reported as a separate entity, the American net income after taxes was $30,000, while Federal taxes accounted for $38,650. In 1944 American net had risen to $572,000 and taxes to $1,483,000.

NBC showed a drop in net income of $714,000 in 1942 under 1941, although taxes increased from $3,782,000 in 1941 to $4,511,000 in 1942.

In 1940 CBS showed a net income after taxes of $5,007,000 and Federal taxes of $2,425,000; the following year the net income after taxes was $4,805,000, with Federal taxes rising to $3,516,000; the 1942 figure was $4,124,000 net income and $4,350,000 taxes; in 1943 net income was $4,536,000 with taxes of $7,575,000, and 1944, net income $4,678,000, with taxes at $8,250,000.

NBC's figures for the corresponding years: 1940—net income $3,919,000, taxes $1,916,000; 1941—net income $3,870,000, taxes $3,782,000; 1942—net income $3,166,000, taxes $4,511,000; 1943—net income $3,544,000, taxes $6,362,000; 1944—net income $3,590,000, taxes $7,050,500.

For ABC the figures were: 1942—net income $30,000, taxes $38,650; 1943—net income $654,000, taxes $831,000; 1944—net income $572,000, taxes $1,483,000.

Following is the table as it appeared in the hearing record of the House Independent Offices Subcommittee on Appropriations:

DATA ON NATIONWIDE BROADCAST CHAINS

(Supplied to Congress by FCC at request of House Subcommittee on Appropriations)

	1940	1941	1942	1943	1944
CBS:					
Reported net investment in assets [1]	$14,366,000	$15,738,000	$17,287,000	$18,743,000	$20,460,000
Depreciated broadcast plant investment	6,451,000	5,781,000	5,901,000	5,011,000	4,530,000
Net income [2]	5,007,000	4,805,000	4,124,000	4,536,000	4,678,000
NBC:					
Reported net investment in assets [1]	8,569,000	8,221,000	8,839,000	9,183,000	7,527,000
Depreciated broadcast plant investment	3,895,000	3,716,000	3,527,000	3,142,000	2,888,000
Net income [2]	3,919,000	3,870,000	3,166,000	3,544,000	3,590,000
ABC (formerly Blue Network of NBC):					
Reported net investment in assets [1]	[3]	[3]	1,933,000	2,565,000	3,150,000
Depreciated broadcast plant investment	[3]	[3]	288,000	427,000	599,000
Net income [2]	[3]	[3]	30,000	654,000	572,000
Amount reported as provision for Federal income and excess-profits taxes:					
CBS	$2,425,000	$3,516,000	$4,350,000	$7,575,000	$8,250,000
NBC	1,916,000	3,782,000	4,511,000	6,362,000	7,050,500
ABC	[3]	[3]	38,650	831,000	1,483,000

[1] Represents total assets less liabilities at end of year, or stockholders' equity as reported to Commission.

[2] After Federal taxes on income.

[3] Included in NBC prior to 1942

Note.—Mutual Broadcasting System, the other nationwide chain, carries fixed assets at a nominal value of $1, and reports no net income since it is a mutual corporation.

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.

RE Meet

(*Continued from page 18*)

high band would be considerably degraded from the present low-band service.

Commenting on this paper, Prof. E. H. Armstrong, inventor of FM, called it "the age-old controversy between theory and practice."

Pointing out that Zenith conclusions were substantially those he reached back in 1937, Dr. Armstrong declared the FCC's median values, averaged high- and low-quality reception, would be of "no use to listeners, because they don't use that kind of ears."

GE Transmitter

Allocations that will best serve all types of radio services throughout the world and methods applied to their solution were discussed by Comdr. Paul D. Miles, chief of frequency service, FCC Allocation Division.

New General Electric FM transmitter, built around a new modulator tube [BROADCASTING, Dec. 10], was described by Robert Adler of Zenith, inventor of the tube; F. M. Bailey, and H. P. Thomas of General Electric Co. Andrew Alford, consulting engineer, detailed technical conception and construction of the new rocket antenna for FM station WGHF New York [BROADCASTING, Nov. 19].

First general session of the IRE was at a joint meeting of the IRE and the American Institute of Electrical Engineers whose winter meeting was held Jan. 21-25 in New York.

Featured speaker at the meeting, held in the engineering society's auditorium Wednesday night, was Maj. Gen. Leslie R. Groves, director of the Manhattan Project, code name for atom bomb development. Gen. Groves spoke on "Some Electrical, Engineering and General Aspects of the Atomic Bomb Project."

At the same meeting Maj. Gen. W. H. Harrison, vice president in charge of operation and engineering, American Telephone & Telegraph Co., New York, was presented the Hoover Medal for 1945, "for distinguished public service."

Sporn Honored

In 1940 Gen. Harrison took leave of absence from AT&T to head the production division of the War Production Board. In 1942 he became a brigadier general in the Army, was later promoted to two star rank and made chief of the procurement and distribution service of the Signal Corps.

Wednesday morning, the AIEE presented Philip Sporn, of New York, executive vice president of American Gas & Electric Service Corp., with the Edison Medal for 1945 for his "contribution to the art of economical and dependable power generation and transmission."

Among papers read at sessions of the AIEE during the winter session was one announcing development of a tiny, super-discriminating throat microphone. Presented jointly by L. G. Pacent, president and technical director of Pacent Engineering Corp., New York, and E. H. Greibach, director of research for Sonotone Corp., Elmsford, N. Y., the paper said the microphone met a need for maintenance of communication where noise levels, such as found in aircraft or industry, are often of 100 or more decibels. The throat mike is sensitive to vibrations transmitted by bodily contact with the throat, insensitive to sound waves transmitted by air.

Stuart W. Seeley, manager of the industry service division of RCA Laboratories, told the AIEE of peacetime application of Shoran, a precision radar system used by U.S. airmen for blind bombing, as an accurate aerial mapping instrument. Planes equipped with Shoran may measure distances up to 250 miles that would take weeks of ground surveys to measure.

Microwave Radar

L. H. Lynn and O. H. Winn, of the General Electric Co., Schenectady, N. Y., reported on a commercial radar design called the "Electronic Navigator" which may well reduce shipping losses in bad weather. Properly designed radar navigational gear, they said, will reduce to a "very small amount" shipping tragedies.

The mysteries of SCR-584, a microwave radar set developed primarily to provide accurate fire-control for 90-mm. anti-aircraft batteries, were explained by M. R. Briggs, of Westinghouse Electric Corp., Baltimore. The device, composed of 10,000 electrical and mechanical parts, was instrumental in defense against V-1 buzz bombs, was used for aircraft warning, ground control of low-flying planes, for close support bombing, and many other tactical purposes. Prototype of SCR-584 was developed at the radiation laboratory of the Massachusetts Institute of Technology. It was manufactured by Westinghouse and General Electric.

SCR-584 was built into a trailer, the unit weighing 20,000 pounds. Antenna pedestal was on an elevator which dropped into the trailer.

"An automatic oscillograph with a memory," used for obtaining photographic records of randomly occurring electric disturbances, was described by A. M. Zarem, of the research staff of California Institute of Technology.

Heart of the oscillograph is a cathode ray tube. The instrument "can be made to provide a record of electric conditions previous to the occurrence of transient disturbances as well as of the transient itself," he said.

An all-electric airplane, using electric motors, is within the realm of possibility, Maj. C. K. Chappuis, Army Air Forces, and L. M. Olmstead, of the Air Technical Service Command, said. They further pointed to the possibility of using television to transmit information to pilots.

Loran, or hyperbolic navigation, was described by J. A. Pierce, of the MIT Radiation Laboratory. Loran is similar to radar in technique, performs the basic operation of determining "lines of position." A further refinement, he said, would be to guide pilotless aircraft or flying bombs. It would be simple to alter timing so that projectiles could be played back and forth across a target area like the stream from a fire hose, he said.

Recording Made

As Mr. Pierce delivered his paper in New York, a recording of it was played before a special meeting of the British Institution of Electrical Engineers in London. A radio hook-up after reading of the paper permitted transatlantic discussion between British engineers and Mr. Pierce.

Friday technical meetings dealt with microwave vacuum tubes, antennas, radar, microwave techniques and crystal rectifiers.

Industrial electronics, communications systems and relay links, radio propagation, broadcast receivers and quartz crystals were topics scheduled for Saturday sessions.

IRE's first postwar Radio Engineering Show—two floors of the Hotel Astor packed with the newest products of radio engineering know-how—was a convention sideshow that rivaled the Institute's technical sessions in claiming the attention of the 5,000 attendants. Largest display in IRE history, the 1946 exhibition included 170 exhibits of 135 companies, many of them displaying war-developed apparatus heretofore shrouded in military secrecy.

IRE Memorial Prize to Dr. Goldmark; Hartley and Evans Receive Fellowships

DR. PETER C. GOLDMARK, inventor of the CBS system of color television, was awarded the Morris Liebmann Memorial Prize for 1945 by the Institute of Radio Engineers last Thursday.

Award was presented at the banquet of the IRE winter technical meeting at Hotel Astor, New York. Dr. Goldmark was cited "for his contribution to the development of television systems, particularly in the field of color."

Fellowships Awarded

The Institute's Medal of Honor for 1946 was presented to Ralph Vinton Lyon Hartley, research consultant of Bell Telephone Labs., "for his early work on oscillating circuits employing triode tubes and likewise for his early recognition and clear exposition of the fundamental relationship between the total amount of information which may be transmitted over a transmission system of limited band width and the time required."

IRE awarded fellowships to the following engineers:

Dr. Gregory Breit, department of physics, U. of Wisconsin, "for pioneering in the experimental probing of the ionosphere . . . and for having initiated at an early date the pulse method of probing by reflection which is the basis of modern radar."

Mr. Hartley

Henri G. Busignies, of Forest Hills, N. Y., "for his accomplishments in the field of radio direction finders."

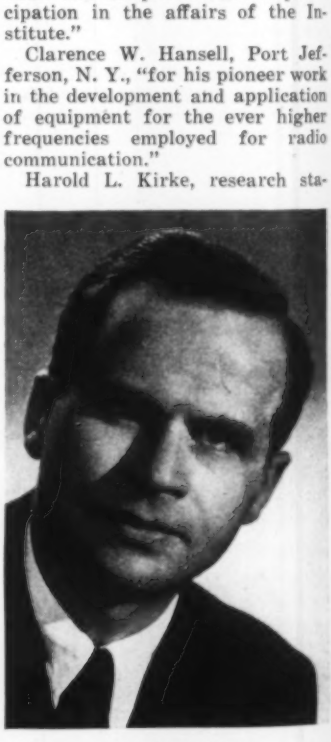
Howard A. Chinn, chief audio engineer at CBS, "for his contributions to improved broadcasting."

Thomas L. Eckersley, of Danbury, Nr. Chelmsford, England, "for his outstanding contributions to the theory and practice of radio-wave propagation research."

Walter C. Evans, vice president of Westinghouse Electric Corp. in charge of broadcasting, "in recognition of his past contributions to radio and his present active participation in the affairs of the Institute."

Clarence W. Hansell, Port Jefferson, N. Y., "for his pioneer work in the development and application of equipment for the ever higher frequencies employed for radio communication."

Harold L. Kirke, research sta-



Dr. Goldmark

Mr. Evans

tion, Balham, S. W. 12, England, "for his services to broadcasting in the British Isles and in particular for his leadership in research activities of the British Broadcasting system."

Elmer D. McArthur, engineer, General Electric Co., Schenectady, N. Y., "for his developments in the field of ultra-high frequency electron tubes."

Harold S. Osborne, Cincinnati, O., "for his contributions in the electrical communications field including outstanding leadership and direction in the application of new techniques to telephony."

Ronald J. Rockwell, "for active work in the affairs of the Institute and in the engineering of high-power international broadcast transmitters."

Dr. Arthur L. Samuel, engineer, Bell Telephone Labs., "for his fundamental work in the field of electronic research and for development of devices of particular value at very high frequencies."

Dr. Joseph Slepian, engineer, Westinghouse Electric Corp., East Pittsburgh, Pa., "in recognition of his contributions as scientist, engineer and inventor to the field of electronics."

Prof. Julius A. Stratton, department of physics, MIT, "in recognition of his contributions as a teacher and author, adept in the field of fundamental research, who has applied his knowledge to improve radio communications."

William W. Swinyard, engineer, Hazeltine Electronics Corp., Chicago, "in recognition of his work in promoting electronics and the affairs of the Institute, particularly in his district."

Dr. Merle A. Tuve, Silver Spring, Md., "for pioneering the experimental probing of the ionosphere and giving to the world the first publication of the experimental proof of the existence of the ionosphere and for having initiated at an early date the pulse method of probing by reflection which is the basis of modern radar."

Moon

(*Continued from page 15*)

start about 36 miles above the earth's surface and extend to approximately 250 miles.

Radar contact with the moon was established eight times—five nights in succession at moonrise, one day at moonset, and two other nights at rising.

The equipment sent out a one-half second pulse of radio energy every five seconds. The specially-designed oscilliscope was constructed to present visual evidence of the moon's echoes. When the radar was operating a line across the face of the tube represented the transit of the successive pulses. As each pulse left the transmitter, a tall "pip" appeared at one end of this line. A smaller "pip" toward the other end of the line represented the pulse echo received from the moon.

A double-sized antenna with 64 instead of the standard 32 dipoles was mounted on a 100-foot tower within the signal laboratory. The antenna was aimed at the moon optically by means of a specially-constructed peep sight.

Army code name for the project was Diana (Goddess of the Moon).

Assisting Col. DeWitt were four chief associates. Jacob Mofsenson, 32, a graduate of City College, New York, who entered the Signal Corps in April 1942; Dr. E. K. Stodola, 31, graduate of Cooper Union, New York, who was in charge of research; Dr. Harold Webb, 36, former teacher of physics and mathematics at West Liberty College, Virginia, and Herbert Kauffman, 31, who had worked in radio in New Orleans.

For Jack DeWitt radio has been his all-consuming work. His father was a judge on the Tennessee Court of Appeals bench. Even before he entered Duncan Preparatory School in Nashville, he became a "wireless" addict. He studied engineering at both Vanderbilt and U. of Tennessee.

Jack installed WDAA, Nashville's first broadcasting facility, in 1922. At 19 he participated in the installation of a 1,000 w transmitter for the National Life & Accident Insurance Co.—the 50,000 w WSM of today.

In 1929 Jack left school for good to take an assignment in the radio development department of Bell Labs. Two years later he was loaned to National Life to testify in the high-power hearings and the next year he left Bell to become chief engineer of WSM.

A list of Jack DeWitt's technical accomplishments is a bewildering array for a young fellow. While at Bell Labs he developed the first crystal-controlled oscillator, meeting revised requirements of the FCC. He also took part in development of synchronized monitors as applied to synchronized broadcasting, a principle adapted to FM. He was a pioneer advocate of the vertical radiator, having installed the WSM 878-foot Goliath, then the tallest radio tower. He developed a patented feed-back system that allows transmitters to use AC current in their filament supply. He also worked out a system of static measurement which proved of great value in computing coverage during any given season. He developed an electro-mechanical calculator which can be used in solving the highly involved equations of directional antennas, employing any number of elements.

He is past chairman of the NAB Engineering Committee and was coordinator of the 1935 clear channel survey. He built and installed one of the first UHF AM transmitters at WSM with a unique antenna system. It consisted of folded elements, actually buckled around the top of the WSM radiator.

Jack has been something of an astronomer since he was 26. He and his brother built an observatory which is still one of the best in Nashville. When he wasn't tearing apart a station to put it back together again or discussing the stars with a visiting astronomer, he and Mrs. DeWitt (the former Anne Elise Martin) could be found listening to the classics pouring out of a tremendous loudspeaker around which their hilltop home was built.

FCC Continues 180 Stations On Temporary; 2 CP's Granted

SEVENTY-TWO stations whose licenses expire Jan. 31 were placed on temporary licenses until April 1 by the FCC last week while 180 others, already on temporary—some for more than a year—were continued in the same status until April 1 (see FCC Actions, page 87). The first group—locals operating on 1230 kc—consisted mostly of stations whose applications for renewal had not been processed.

Of the second group of 180 stations, temporary continuances were based upon several factors—some still in the processing stage at the Commission (expirations Nov. 30, 1945). Some presumably were retained on temporary while the FCC completes program investigations.

Last week's actions also included designating for hearings several mutually exclusive applications. Construction permit to change frequency from 1320 to 960 kc was granted WNEL San Juan, P.R. Designated for consolidated hearings were the following:

Radio Broadcasting Inc., Hot Springs, Ark., and Arkansas Valley Broadcast Co., Fort Smith.

Green Bay Broadcasting Co. and Green Bay Newspaper Co., Green Bay, Wis.

Frank R. Gibson, Lake Charles, La.; Times Picayune Pub. Co., New Orleans, La.; Roy Hofheinz and W. N. Hooper, doing business as Louisiana Broadcasting Co., New Orleans; J. G. Long, et al, doing business as Bay City Broadcasting Co., McAllen, Tex.

Commonwealth Broadcasting Corp., Danville, Ky., and Danville Broadcasting Co.

License renewals for the regular period ending Aug. 1, 1947, were granted WBTH Williamson, W. Va.; WGIL Galesburg, Ill.; WDWS Champaign, Ill., and WHYN Holyoke, Mass. They had been on temporary license since Aug. 1.

License of WBAX Wilkes-Barre, Pa., was extended temporarily from Feb. 1 to April 1, pending determination upon application for license. John H. Stenger Jr., former licensee, died a few weeks ago.

Request of Truett Kimzey, who was granted a new station at Greenville, Tex. Nov. 30, to use the call letters KGVL, was approved.

GAINES IS MANAGER IN WEAF REVISION

ESTABLISHMENT of WEAF New York as an entity with a programming and sales status similar to NBC's other owned and operated stations, and appointment of James M. Gaines, formerly manager of NBC Planning and Development Dept. as manager of WEAF, was announced by Frank E. Mullen, NBC vice president and general manager. Mr. Gaines will report directly to Mr. Mullen.

Mr. Gaines

In his new position he will have responsibilty for acceptance or rejection of program and sales offerings by network program, sales and national spot sales department, as well as program offerings by the news and special events and public service department.

Following WEAF personnel will report directly to Mr. Gaines: De Lancy Provost, who continues as WEAF assistant manager; William O. Tilenius, formerly assistant assistant sales manager of national spot sales, now becomes WEAF sales manager; Charles H. Phillips, advertising and promotion manager; Donald G. Lerch, jr., agriculture director; Marion Chapman, press manager.

Appointment of program manager, sales manager, sales and program traffic manager will be announced shortly.

Mr. Gaines joined NBC Station's Dept. in February 1942 and in January 1944 was made assistant advertising and promotion director for NBC, until September 1945, when he was named manager of Planning and Development Dept.

Intra-Store Video

FIRST demonstration of intra-store television, combining merchandising and entertainment, in New York will begin Tuesday at Gertz Department Store, Jamaica, L. I.

Video Hearings

(*Continued from page 18*)

ings demonstrated intense interest on the part of applicants in the new field of visual broadcasting and complete faith in the future of the service. Some of the applicants prepared elaborate presentations of their qualifications, showing extensive financial resources and ability to carry stations until audiences are built and programs sponsored. None expected his station would pay its way the first year.

Of particular importance in the Washington hearings was the fact that three of the six applicants are outsiders while each of the others are local standard broadcasters—a factor which accentuates the Commission's problem in selecting the favored four. One of the applicants (WMAL) owns a leading newspaper (*The Evening Star*). The second (WWDC) is an independent broadcaster, controlled by a Baltimore advertising man (Joseph E. Katz). The third (NBC) is a major network with a key station in Washington (WRC). The fourth (Allen B. Du Mont Labs. Inc.) operates an experimental television station in Washington (W3XWT) but has its main operations, broadcasting and manufacturing, elsewhere. The fifth (Bamberger Broadcasting Service) operates a station in New York (WOR) and has an interest in a network which has an affiliate in Washington. The sixth (Philco Radio & Television Corp.) is a large receiver manufacturer which has a construction permit for an experimental television station in Washington. Three of the applicants are commercial television licensees.

Motivating interest on the part of outsiders in establishing stations in Washington, the hearings developed, point to the important place to be given public affairs in television programming. Several of the applicants plan to televise national and international events to New York and other cities. Regarding Washington as the world capital, they plan eastern networks radiating from this point, spreading westward as facilities permit.

Hearings began Monday morning and were concluded Wednesday evening. Participating as counsel for the various applicants were: Frank Scott, Harry Wender and Charles H. Singer, for Bamberger; W. Theodore Pierson and Ralph L. Walker, for Capital Broadcasting Co. (WWDC); William A. Roberts, for Du Mont Labs.; D. M. Patrick and Karl A. Smith, for Evening Star Broadcasting Co. (WMAL); John T. Cahill, Charles F. Detmar and Gustav Margraf, for NBC; Louis G. Caldwell, for Philco.

Before hearing the first application, Chairman Porter granted the petition of the Marcus Loew Booking Agency to withdraw from the proceedings. A motion for dismissal had been filed the previous week [BROADCASTING, Jan. 21]. The *Washington Times - Herald* and Scripps-Howard Radio Inc., had withdrawn earlier.

With cases heard in alphabetical order, Bamberger Broadcasting Service Inc. had the distinction of being the first application to be considered for postwar commercial television. The company submitted an elaborate presentation, showing its financial and technical qualifications, anticipated expenditures for station construction and operation, program plans, and preparations for Washington television service.

McCosker Witness

With Mr. Scott directing examination, Bamberger presented as its first witness Edward F. Chinlund, vice president and treasurer of R. H. Macy & Co. Inc., and member of the board and treasurer of the Bamberger Broadcasting Service. He testified that the applicant company is a subsidiary of Macy in that its capital stock is owned indirectly through L. Bamberger & Co., Newark, N. J., which is a direct subsidiary.

Mr. Chinlund identified consolidated balance sheets showing assets of Macy's as of July 28, 1945 at approximately $95,000,000 and assets of Bamberger Broadcasting Service as of Dec. 29, 1945, at approximately $2,800,000.

Second witness was Alfred J. McCosker, chairman of the board of Bamberger Broadcasting Service and also chairman of the board of the Mutual network. He testified that more than 100,000 hours of programs have been presented over WOR since the station went on the air in 1922. As additional experience in broadcasting, he cited the operations of the applicant's FM station (WBAM) in New York which started in 1940.

Theodore Streiber, president of the applicant company, recounted Bamberger's experience in producing television shows for a period of two years over WABD, through arrangements with Du Mont, and subsequently over the General Electric Co. station (WRGB) in Schenectady, N. Y.

Mr. Streiber said Bamberger has also applied for television stations in New York and Philadelphia but would not pursue its Philadelphia application because of the number of requests for stations there and because facilities doubtless would be available.

He said the company decided on Washington rather than Philadelphia as a link with New York because Washington "has become the world capital in prestige and power." The programs which would be originated from Washington, he declared, would be of "transcendent importance" to the entire area to which they would be transmitted. He said such programs would be made available to Mutual affiliates having television stations to the extent that transmission facilities permit.

Under questioning by Mr. Pierson, he said that Bamberger owns 25 shares or about 19 or 20% of Mutual's stock.

Poppele Testimony

J. R. Poppele, chief engineer of Bamberger and president of the Television Broadcasters Assn., testified Bamberger plans to build studios in Washington which would be separated from the transmitter site it has acquired 3½ miles from the downtown area.

He estimated the annual cost of coaxial circuits between New York and Washington at $60,000, one half of which would be borne by the Washington station.

Questioned by Mr. Detmar he said he had no idea when a television transmitter could be delivered if the application is granted.

Norman S. Livingston, Bamberger director of program operations, said Bamberger plans to utilize Washington programs for the New York audience and New York programs for Washington. He said approximately 6½ hours a week would be taken from New York for the Washington schedule. The projected schedule for the first year, he said, would be 100% sustaining.

Bob Emery, program producer for WOR and president of Television Producers Assn., gave testimony regarding his participation in direction and presentation of television programs.

Eugene S. Thomas, Bamberger sales manager, told of his activities in locating a transmitter site for the proposed station and in getting zoning approval to permit the erection of a tower.

George C. Davis, Washington consulting engineer, testified that the site acquired for the transmitter is equal or superior to other sites considered.

Porter Compliments Scott

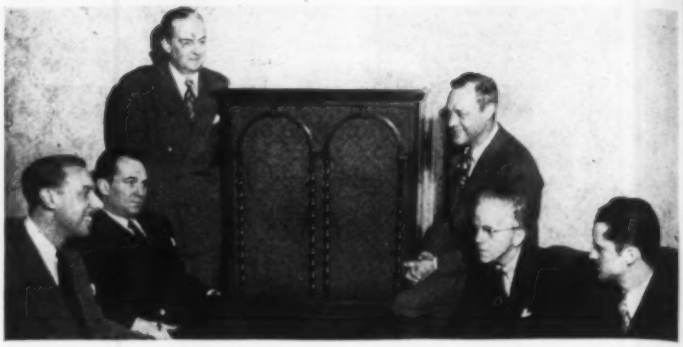
Chairman Porter complimented Mr. Scott on his presentation and thanked him for using less than the time he estimated he would require at the pre-trial conference at the Chairman's office [BROADCASTING, Jan. 7].

Appearing for the second applicant, Ben Strouse, vice-president and general manager of Capital Broadcasting Co., said the only commitment that Mr. Katz has made to the station is indirect and is through the Joseph Katz Co.

Ira Paul Walsh, program director of WWDC, described the applicant's plans of public service programs, particularly community affairs. He said the station has received first consideration on American League baseball games under a contract between WWDC and the Washington Senators to broadcast 1946 games.

Recalled to the stand, Mr. Strouse was questioned by Mr. Plotkin regarding his estimate that WWDC would have minimum profits of $80,000 a year through 1949. He said he thought it "safe to assume" that

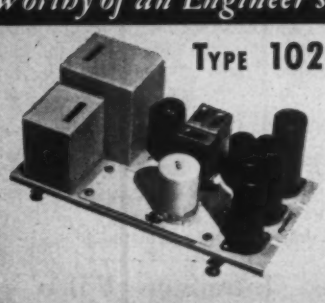
(*Continued on page 92*)



SOUNDS GOOD, say these listeners to General Mills new *Masquerade* on NBC, all concerned with its debut. Listeners are (l to r): Norman Felton, NBC producer, Russell Neff, Knox Reeves, Minneapolis agency; Jules Herbuveaux, NBC Central Division program director; Carl Wester, head of agency by that name, which handles the serial; King Painter, Knox Reeves; Art Glad, writer.

Worthy of an Engineer's Careful Consideration

TYPE 102-A LINE AMPLIFIER



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ACTIONS OF THE FCC

JANUARY 16 TO JANUARY 24

Decisions . . .

ACTIONS BY COMMISSION
JANUARY 16
(Reported by FCC Jan. 18)

1340 kc

WFMJ WFMJ Broadcasting Co., Youngstown, O.—Upon consideration of petition to intervene and enlarge issues in hearing on applications of WHIS, Daily Telegraph Printing Co. (Docket 6612), and WRRN, Neid & Stevens (Docket 6960), Commission designated application of WFMJ for 1390 kc 5 kw, be consolidated for hearing with WHIS and WRRN applications Jan. 21.

WCBW Columbia Broadcasting System Inc., New York—Granted CP for authority to increase power by installing new tubes in final amplifiers of both trans.; effective radiated power (kw) 1.72 visual 1.67 aural; effective ant. height above ground 937 visual 965 aural.

710 kc

KGNC Plains Radio Broadcasting Co., Amarillo, Tex.—Granted CP change 1440 kc to 710 kc, increase 1 kw to 5 kw, operation from D to unl.

810 kc

KCMO KCMO Broadcasting Co., Kansas City—Granted CP change 1480 kc to 810 kc, increase 5 kw to 50 kw D 10 kw N unl.; conditions.

860 kc

KOAM The Pittsburg Broadcasting Co., Pittsburg, Kan.—Granted CP change 810 kc to 860 kc, increase 1 kw to 5 kw, change operation from D to unl.; conditions.

KONO Eugene J. Roth tr/as Mission Broadcasting Co., San Antonio, Tex.—Dismissed application for CP change 1400 kc to 860 kc, increase 250 w to 1 kw N 5 kw D DA-N unl. in accordance with FCC policy announced Jan. 5.

NEW-AM Fayette Associates Inc., Montgomery, W. Va., and Joe L. Smith Jr., Charleston, W. Va.—Upon consideration of petition of applicants for leave to amend Fayette Assoc. application, Commission granted in part said petition to change requested frequency from 1400 kc to 1340 kc; accepted said amendment and granted CP to Fayette Assoc. for new station 250 w unl. Ordered that application of Joe L. Smith for new station Charleston 1400 kc 250 w unl. be consolidated with applications of other Charleston applicants—James H. McKee, Capitol Broadcasting Corp. and Chemical City Broadcasting Co., scheduled to be heard Jan. 29.

1400 kc

NEW-AM Jessica Longston, Burley, Ida.—Granted CP new station 250 w unl.; conditions.

1450 kc

NEW-AM Radio Sales Corp., Twin Falls, Ida.—Same.

1490 kc

NEW-AM Southern Idaho Broadcasting & Television Co., Twin Falls, Ida.—Granted CP new station 250 w unl.; trans. site to be determined; conditions.

JANUARY 16
(Reported by FCC Jan. 22)

WGKV Kanawha Valley Broadcasting Co., Charleston, W. Va.—Adopted order granting petition for reconsideration and grant of application for CP (Docket 6367) and ordered that application to increase power from 100 w to 250 w be granted, upon condition that action be without prejudice to any action which Commission may ultimately take upon license renewal application and application for transfer of control now pending.

JANUARY 23

GRANTED 11 additional FM stations on conditional basis, bringing total such FM grants to date to 290 stations. See table page 93.

WBAX John H. Stenger Jr., Wilkes-Barre, Pa.—Ordered that temp. extention of license be further extended from Feb. 1 to April 1 pending determination license renewal application (Docket 6723).

WOKO WOKO Inc., Albany, N. Y.—Ordered upon Commission's own motion that special temp. authorization for continued operation of station be extended to March 30.

Truett Kimzey, Greenville, Tex.—Granted request to use call letters KGVL for new station granted Nov. 30, 1945.

Radio Broadcasting Inc., Hot Springs, and Arkansas Valley Broadcast Co., Fort Smith, Ark.—Ordered that applications for new stations be designated for consolidated hearing.

Green Bay Broadcasting Co. and Green Bay Newspaper Co., Green Bay, Wis.—Ordered that applications for new stations be designated for consolidated hearing.

Frank R. Gibson, Lake Charles, La.; The Times Picayune Publishing Co., New Orleans; Roy Hofheinz and W. N. Hooper d/b Louisiana Broadcasting Co., New Orleans, and J. C. Long, James A. Clements and Travis C. Dodd d/b Bay City Broadcasting Co., McAllen, Tex.—Ordered that applications for new AM stations in respective cities be designated for hearing in consolidated proceeding.

Commonwealth Broadcasting Corp. and Danville Broadcasting Co., Danville, Ky.—Ordered that applications for new stations be designated for consolidated hearing.

FOLLOWING AM stations were granted license renewal for period ending Aug. 1, 1947: WBTH WGIL WDWS WHYN.

LICENSES for following AM stations were extended on temp. basis only, pending determination applications for renewal of license, in no event later than April 1: KADA KAST KBTM KCMC KCRS KFDA KFIO KFJB KFUN KFXD KGDE KGEK KGFJ WCBT KGHI KHAS KHBC KODL KMLB KOOS KPHO KPOW KSUN KTHT KVCV KVEC KVNU KWG WHTB WJBC KXO KWNO WAIM WAJR WAYX WBBZ WBHP WBLJ WBOC WBOW WCAT WCED WCLO WCOL KYSM WCPO WDLP WDSM WENY WERC WESX WFAS and aux. WFVA WHBY WHLN WHOP WIBX WIL WISE WITH WJEF WJNO WJOB WJRD WKBO WLOF WLOG WLVA WMOB WMFR WMPC WRBL WTHT.

LICENSES for following AM stations were further extended on temp. basis only, pending determination applications for renewal of license, for period ending April 1: KABC KATE KBIX KBKR KBON KBPS KBST KBUR KDAL KDB KDNT KDRO KEYS KFAM KFFA KFIZ KFYO KGFF KGFL KGKB KGKY KGLU KHMO KHUB KLBM KLUF KMYC KMYR KNEL KNET KNOW KOAL KOCA KOCY KONO KORE KOTN KOVC KPAB KPDN KPLC KPLT KRBC KRBM KRIC KRLC KRNR KSAM KSAN KTBI KTOK KTRI KVAK KVAL KTOH KVFD KVOE KVWC KWAL KWBW KWEW KYCA KYOS WABY WACO WAGM WAOV WARM WASK WATL WATW WAZL WBAB WBLK WBNY WBTA WCBS WCNC WCOS WCRS WDAN WDBC WDEF WDNC WEED WELO WEOA WFIG WFMJ WFNC WFOR WFPG WGAL WGAU WGH WGL WGNC WGRC WGOV WGPC WGRM WGTC WHBB WHBQ WHDF WHDL WHFC WHIT WHLB WHMA WIBG WIBM WIGM WILM WINC WJBK WJBY WJHO WJLB WJMC WJMS WJPA WJXN WJZM WKBB WKBV WKBZ WKEU WKIP WKNY WKRO WLAP WLAV WLAY WLEU WLLH and syn. amp. WLPM WMAS WMBH WMBR WMFD WMFJ WMGA WMJM WMOG WMRC WMRF WMRN WMVA WNAB WNBH WNEW and aux. WNLC WNOE WOLS WOLF WOMI WOPI WOSH WOV and aux. WPAD WPAR WRAK WRDO WRGA WRJN WRLC WSAM WSAP WSBC WSLI WSPB WSTP WTEL WTMC WTMV WTOL WWDC and syn. amp. WWSW and aux.

WWDC Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver Secs. 2.53 and 13.61 of Commission's Rules so as to permit operation of syn. amp. by remote control from main trans., for period ending in no event later than April 1, upon same terms and conditions as existing authorization.

WPTZ Philco Radio & Television Corp., Philadelphia—Granted license renewal for commercial TV station for period ending no later than Feb. 1, 1947; subject to changes in frequency assignment which may result from proceedings in Docket 6651.

LICENSES for following commercial TV stations were extended on temp. basis only pending determination license renewal applications, for period ending April 1: WBKB WCBW WABD WRGB WNBT.

FOLLOWING exp. TV stations were granted license renewals for period ending Feb. 1, 1947, subject to changes in frequency assignment which may result from proceedings in Docket 6651: W2XEM W3XWT W3XE W3XPD W9XPE W9XPF W9XPG W9XPH W9XPI W9XPK W9XPL W10XP W10XPA W10XPB W10XPC W10XPR.

LICENSES for following exp. TV stations were extended on temp. basis only pending receipt and/or determination license renewal applications, for period ending April 1: W9XBB W9XBK W9XBT W9XPR W2XCB W2XCS W2XVT W2XWV W10XKT W2XGE W2XI W6XAO W6XDY W2XMT W2XBT W2XBU W10XAD W10XAE W10XAF W3XEP W9XUI W2XJT W6XLA W6XYZ W9XZV.

W8XWI Guy S. Cornish, area of Cincinnati—License for public address relay class II exp. station further extended on temp. basis only, pending determination license renewal application, for period ending April 1.

W2XWE WOKO Inc., Albany, N. Y.—License for facsimile broadcast station was further extended on temp. basis only; pending determination license renewal application, for period ending April 1.

860 kc

WNEL Juan Piza, San Juan, P. R.—Granted CP change 1320 kc to 860 kc; 5 kw DA unl.

JANUARY 23
(Reported by FCC Jan. 24)

Joe L. Smith, Charleston, W. Va.—Denied petition to consolidate applications of James H. McKee (Docket 6336), Capitol Broadcasting Corp. (Docket 6837) and Chemical City Broadcasting Co., seeking new stations in Charleston and already set for hearing, with applications of WGKV Kanawha Valley Broadcasting Co. (Docket 6338) and WCHS Charleston Broadcasting Co. (Docket 6611) for renewal of licenses, with petitioner's application (Docket 6677) for new station heretofore set for consolidated hearing with applications of James H. McKee et al.

970 kc

WICA WICA Inc., Ashtabula, O.—Granted transfer of control from estate of C. A. Rowley, deceased, to Robert B. and Donald C. Rowley as executors under will of C. A. Rowley. Reserved for decision at later date question whether transfer should be approved to Robert B. and Donald C. Rowley in capacity as trustees.

WEBR WEBR Inc., Buffalo, N. Y.—Ordered that application for CP change 1340 kc to 970 kc be designated for hearing in consolidated proceeding with applications of WICA Inc., requesting 970 kc 1 kw unl., and WWSW Inc., requesting 970 kc 5 kw unl.

WICA Inc., Ashtabula, O., and WWSW Inc., Pittsburgh—Adopted order designating for further hearing in consolidation with WEBR application, applications to change assignments; WICA

(*Continued on page 88*)

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FCC Actions

(*Continued from page 87*)

Docket 6120, WWSW Docket 6121.

1240 kc

NEW-AM H. L. Corley tr/as Corley Radio & Sound Service, Trinidad, Col.—Granted CP new station 250 w unl.

1280 kc

NEW-AM Trinidad Broadcasting Corp., Trinidad, Col.—Granted CP new station 1 kw D 500 w N unl.

ADOPTED order No. 75-D, modifying extensive requirements of Order No. 75 originally adopted June 18, 1940 as part of national emergency program, eliminating all requirements of order excepting submission of fingerprints on FCC Form 735-A of both holders of and applicants for amateur and commercial radio operator licenses.

JANUARY 24

UPON consideration of petition of Zenith Radio Corp. and General Electric Co. requesting allocation to FM broadcasting of a second band of frequencies between 44-50 mc, Commission has concluded to deny petition thereby retaining service in 88-108 mc band.

ADMINISTRATIVE BOARD ACTIONS

JANUARY 21

(Reported by FCC Jan. 23)

WTBO Cumberland Broadcasting Co., Cumberland, Md.—Granted CP install new ant. and ground system.

KABC The Alamo Broadcasting Co. Inc., San Antonio, Tex.—Granted mod. CP change assignment, for extension completion date to April 9.

WKVM American Colonial Broadcasting Corp., West of Arecibo, P. R.—Granted license to cover CP new station 1230 kc 250 w unl. Also granted authority to determine operating power by direct measurement of ant. power.

WMSA The Brockway Co., South of Massena, N. Y.—Granted license to cover CP new station 1340 kc 250 w unl. Also granted authority to determine operating power by direct measurement of ant. power. Licensee granted waiver Secs. 3.55(b) and 3.60 FCC rules; conditions.

Salt Lake City Broadcasting Co., Salt Lake City—Granted license to cover CP new station 910 kc 1 kw unl. DA. Also granted authority to determine operating power by direct measurement of ant. power. Licensee granted waiver Secs. 3.55(b) and 3.60 FCC rules; conditions.

KMO Carl E. Haymond, Tacoma, Wash.—Granted license to cover CP changes in aux. trans. equip.

KBST The Big Spring Herald Broadcasting Co., Big Spring, Tex.—Granted mod. CP change assignment for installation new trans. and extension commencement and completion dates from Nov. 4, 1945 and May 4, 1946 to 30 days after grant and 90 days thereafter respectively.

WLBZ Maine Broadcasting Co. Inc., Bangor, Me.—Granted authority to determine operating power by direct measurement of ant. power.

JANUARY 22

WNVA Blanfox Radio Co. Inc., Norton, Va.—Granted mod. CP for approval ant. and approval trans. site 1½ m. W. of city limits. Permittee granted waiver Secs. 3.55(b) and 3.60 FCC rules; conditions (action taken Jan. 16).

FOLLOWING relay broadcast stations were granted renewal of licenses for regular period: WBWB WEHN WEIH WEII KDAS KEJJ WELW WELX.

WRDN Great Trails Broadcasting Corp., area of Dayton, O.—Present relay station license further extended on temp. basis pending determination license renewal application, for period ending April 1.

ACTIONS ON MOTIONS

JANUARY 22

KGKO Broadcasting Co. and Carter Publications Inc. (WBAP), Fort Worth, Tex., and A. H. Belo Corp. (WFAA), Dallas, Tex.—Upon consideration of joint petition requesting postponement of oral argument set Jan. 24 on application for renewal of licenses of these stations, Commission ordered that oral argument be postponed until further order.

Community Broadcasting Co., Oak Park, Ill.—Ordered that application (Docket 7155) be designated for hearing in consolidated proceeding with application of William L. Klein et al d/b Beloit Broadcasting Co., The Elgin Broadcasting Co. and Vincent G. Cofey to be held in Washington Feb. 7; further ordered that bills of particulars heretofore issued in these proceedings be enlarged to include application of Community Broadcasting Co.

Vincent G. Cofey, Elgin, Ill.—Ordered that application (Docket 7154) be designated for consolidated hearing re preceding item.

By Comr. Wills

Times Publishing Co., Erie, Pa.—Granted motion to dismiss without prejudice application for new station, Docket 6900 (action taken Jan. 19).

By Comr. Denny

Voice of Augusta Inc., Augusta Chronicle Broadcasting Co., Savannah Valley Broadcasting Co. and Georgia-Carolina Broadcasting Co., Augusta, Ga.—Ordered that hearing on applications for new stations to be heard Feb. 11-13, be heard Feb. 9-13 at Augusta (action taken Jan. 16).

Wendell Mayes et al d/b Odessa Broadcasting Co., Odessa, Tex.—Adopted order granting petition for leave to amend application; accepted amendment and ordered that application as amended be removed from hearing docket (action taken Jan. 21).

Sunland Broadcasting Co., El Paso, Tex.—Adopted order granting petition to dismiss without prejudice application for new station, Docket 7073 (action taken Jan. 21).

El Paso Broadcasting Co., El Paso, Tex.—Adopted order granting petition to dismiss without prejudice application for new station, Docket 6875 (action taken Jan. 21).

JANUARY 24

By Chairman Porter

Marcus Loew Booking Agency, Washington—Granted motion to dismiss without prejudice application for new TV station (action taken Jan. 21).

By Comr. Wills

WDBJ Times World Corp., Roanoke, Va.—Granted petition for leave to intervene in hearing on applications of WBOC and Eastern Shore Broadcasting Co. set for consolidated hearing Jan. 24-25 (action taken Jan. 23).

WHIS Daily Telegraph Printing Co., Bluefield, W. Va.—Granted motion requesting dismissal of application for CP; application was dismissed without prejudice (action taken Jan. 23).

By Comr. Walker

Central Broadcasting Corp., Corpus Christi, Tex.—Granted motion for dismissal without prejudice of application for CP; application dismissed without prejudice.

Tentative Calendar . . .

JANUARY 28

To Be Held Before Comr. Durr

Ventura, Cal.

Coast Ventura Co., Ventura, Cal.—CP 1450 kc 250 w unl.

Ventura Broadcasters Inc., Ventura, Cal.—Same.

Consolidated Hearing

Old Dominion Broadcasting Corp., Lynchburg, Va.—CP 1390 kc 1 kw unl. DA-DN.

Piedmont Broadcasting Corp., Danville, Va.—Same.

WCSC John M. Rivers, Charleston, S. C.—CP 1390 kc 5 kw unl. DA-N.

Consolidated Hearing

Arkansas - Oklahoma Broadcasting Corp., Fort Smith, Ark.—CP 1230 kc 250 w unl.

Donald W. Reynolds, Fort Smith, Ark.—Same.

JANUARY 29

Consolidated Hearing

Before Comr. Denny

James H. McKee, Charleston, W. Va.—CP 1240 kc 250 w unl.

Capitol Broadcasting Corp., Charleston, W. Va.—Same.

Chemical City Broadcasting Co., Charleston, W. Va.—Same.

Joe L. Smith Jr., Charleston, W. Va.—CP 1400 kc 250 w unl.

JANUARY 30

WSAV Inc., Savannah, Ga.—CP 630 kc 5 kw unl. DA-N.

WTMA Atlantic Coast Broadcasting Co., Charleston, S. C.—Same.

FEBRUARY 1

To Be Held Before Comr. Walker

Dallas, Tex.

W. J. Harpole et al d/b Borger Broadcasting Co., Borger, Tex.—CP 1490 kc 250 w unl.

Richard George Hughes, Borger, Tex.—Same.

Applications . . .

JANUARY 16

NEW-Relay Radiophone Broadcasting Station WOPI Inc., area of Bristol, Tenn., and Bristol, Va.—CP new relay station 30.82, 33.74, 35.82 and 37.98 mc 2 w A3 emission.

NEW-Relay Alamance Broadcasting Co. Inc., Area of Burlington, N. C.—CP new relay station 30.82, 33.74, 35.82 and 37.98 mc 2 w A3 emission.

NEW-FM Dorothy S. Thackrey, San Francisco—CP new rural FM station.

NEW-FM Lear Inc., Grand Rapids, Mich.—CP new FM station, 7,200 sq. mi.

NEW-FM Elmer A. Benson, Duluth, Minn.—CP new metropolitan FM station.

NEW-FM Elmer A. Benson, Minneapolis—Same.

NEW-FM Sun Country Broadcasting Co., Phoenix, Ariz.—Same.

880 kc

NEW-AM Skagit Broadcasters Inc., Mount Vernon, Wash.—CP new AM station 250 w unl.

1230 kc

NEW-AM Richard T. Sampson, Oceanside, Cal.—CP new AM station 100 w unl.

1340 kc

NEW-AM Glacus G. Merrill and Andrew H. Kovlan d/b Mountain State Broadcasting Co., Clarksburg, W. Va.—CP new AM station 250 w unl.

NEW-AM Inland Broadcasting Co., Fremont, Neb.—CP new AM station 100 w unl. (Contingent on grant of assgn. license KORN and move of KORN from Fremont to Lincoln, Neb.)

1400 kc

KORN Inland Broadcasting Co., Lincoln, Neb.—CP move trans. and studio from Fremont to Lincoln, install new trans. and ant. (Contingent on assgn. license of KORN.)

1590 kc

KVGB KVGB Inc., Great Bend, Kan.—CP change 1400 kc to 1590 kc, increase 250 w to 1 kw, install new trans. and ant. changes.

92.5 mc

NEW-FM Fred B. Wilson and Channing Cope, Atlanta, Ga.—CP new metropolitan FM station channel 23, 18,100 sq. mi.

101.9 mc

NEW-FM Wichita Broadcasters, Wichita Falls, Tex.—CP new metropolitan FM station channel 70.

Amendments

Columbia Broadcasting System Inc., Boston—CP new exp. TV station 460-476 mc, amended to request 480-496 mc.

WTAW Agricultural & Mechanical College of Texas, College Station, Tex.—CP change 1150 kc to 1470 kc, change hours operation from D to unl. amended to request change 1 kw to 5 kw, install new trans. and DA-N.

Columbia Broadcasting System Inc., Chicago—CP new exp. TV station 460-476 mc, amended to request 480-496 mc.

Columbia Broadcasting System, St. Louis—Same.

Intermountain Broadcasting Corp., Salt Lake City—CP new commercial TV station channel 2 (54-60 mc) ESR 1060, amended re ant. changes.

National Broadcasting Co. Inc., Los Angeles—CP new commercial TV station channel 4 (66-72 mc), ESR 14,000, amended to change trans. site and ant. changes.

Columbia Broadcasting System Inc., Pasadena, Cal.—CP new exp. TV station 460-476 mc, amended to request 480-496 mc.

Application Dismissed

W2XMC Muzak Corp., New York—Mod. CP as mod. for new developmental station, for extension completion date (request of attorney).

JANUARY 17

WPTZ Philco Radio & Television Corp., Philadelphia—Mod. license change corporate name to Philco Products Inc. Also same for W10XAF W10XAE W10XAD W3XF W3XAF W3XE W10XPC W10XPR W10XPB W10XPA W10XP W3XPL W3XPK W3XPI W3XPH W3XPG W3XPF W3XPE W3XPD.

W8XGZ Gus Zaharis, near Charleston, W. Va.—License to cover CP new exp. TV station.

NEW-FM WSAZ Inc., Huntington, W. Va.—CP new metropolitan FM station.

NEW-FM James G. Ulmer tr/as East Texas Broadcasting Co., Taylor, Tex.—CP new FM station on frequency to be determined by FCC, 7,400 sq. mi.

NEW-FM The Times Publishing Co., St. Cloud, Minn.—CP new rural FM station on frequency to be assigned by FCC.

NEW-EXP. TV Kansas Station College of Agriculture and Applied Science, Manhattan, Kan.—CP new exp. TV station, channel 1, 44-50 mc, 500-510 mc and 900-910 mc, 200 w aural 400 w visual.

W9XJD WJJD Inc., Chicago—License to cover CP new developmental broadcast station.

610 kc

NEW-AM KHTN Inc., Houston, Tex.—CP new station 5 kw DA-N unl.

630 kc

KMAC The Walmac Co., San Antonio, Tex.—CP change 1240 kc to 630 kc, increase 250 w to 5 kw, install new trans. and DA-DN, change trans. site.

790 kc

KTHT Roy M. Hofheinz and W. N. Hooper d/b Texas Star Broadcasting Co., Houston, Tex.—CP change 1230 kc to 790 kc, increase 250 w DN to 5 kw D 1 kw N, install new trans. and DA-N, change trans. site from Houston to south of Houston.

1150 kc

KSAL KSAL Inc., Salina, Kan.—CP increase 1 kw to 5 kw, install new trans. and DA-N, change trans. site.

1230 kc

NEW-AM Max H. Jacobs, Douglas B. Hicks, and Tom J. Harling Jr. d/b Veterans' Broadcasting Co., Houston, Tex.—CP new station 250 w unl.

76-82 mc

NEW-TV Dorothy S. Thackrey, San Francisco—CP new commercial TV station, channel 5, ESR 9,700.

NEW-TV Dorothy S. Thackrey, Los Angeles—CP new commercial TV station, channel 5, ESR 11,365.

Amendments

Bruce Bartley and F. L. Pruitt d/b Bremerton Broadcast Co., Bremerton, Wash.—CP new station 1230 kc 250 w unl., amended to change 1230 kc to 1490 kc.

Fred Jones and Mary Eddy Jones d/b Fred Jones Broadcasting Co., Tulsa, Okla.—CP new station 1030 kc 50 kw unl., amended to change hours operation to D.

JANUARY 18

NEW-FM Royal Oak Broadcasting Co., Royal Oak, Mich.—CP new community FM station.

WMVG Jere N. Moore, Milledgeville, Ga.—Mod. CP for approval trans. site and ant., changes in trans. equip. and change studio site.

APPLICATIONS for license renewal of exp. TV stations: W6XYZ W6XLA. Also facsimile W9XWT W8XUM.

WBBM-FM Columbia Broadcasting System Inc., Chicago—CP change type trans. and make changes in ant. site.

NEW-FM Sun County Broadcasting Co., Tucson, Ariz.—CP new metropolitan FM station.

NEW-FM H. Dudley Swim, Twin Falls, Ida.—CP new FM station 100 mc.

NEW-FM Birney Imes Jr., Meridian, Miss.—CP new FM station.

600 kc

KROD Dorrance D. Roderick, El Paso, Tex.—Assgn. license to Roderick Broadcasting Corp.

890 kc

NEW-AM Bay Cities Radio Corp., Santa Monica, Cal.—CP new station 1 kw D (resubmitted).

1230 kc

WCLO Gazette Printing Co., Janesville, Wis.—Assgn. license to Southern Wisconsin Radio Inc.

WDSM WDSM Inc., Superior, Wis.—Transfer of control to Ridson Inc.

1300 kc

NEW-AM D. T. Manget, Evan W. Thomasson, James Thomasson and Ida A. Thomasson d/b Newman Broadcasting Co., Newman, Ga.—CP new station 1 kw unl. DA-N.

1370 kc

WDEF WDEF Broadcasting Co., Chattanooga, Tenn.—CP change 1400 kc to 1370 kc increase 250 w DN to 5 kw D 1 kw N, install new trans. and DA-N, change trans. site.

1400 kc

KORN Nebraska Broadcasting Corp., Fremont, Neb.—Assignment of license to Inland Broadcasting Co.

1460 kc

WACO Frontier Broadcasting Co. Inc., Waco, Tex.—Special service authorization to operate on 1490 kc with 250 w for 90 days.

97.7 mc

WQXQ Interstate Broadcasting Co. Inc., New York—CP install new trans. make changes in ant. system and specify channel 249.

Amendments

J. A. Clements, T. C. Dodd and John George Long d/b Bay City Broadcasting Co., Bay City, Tex.—CP new station 1110 kc 1 kw unl., amended to specify trans. and studio sites, make changes in ant.

The Times-Mirror Co., Pasadena, Cal.—CP new exp. TV station, 480-920 mc 500 w aural 1 kw visual, amended to change frequency to 510-545 mc, 700-735 mc, 885-920 mc, aural power to 5 kw and specify emission as A0 A3 A4 A5 and/or special.

JANUARY 21

APPLICATIONS for license renewal of exp. TV stations W3XAD W3XEP. Also for relay stations WCBE WJAE.

570 kc

KGKO KGKO Broadcasting Co., Fort Worth, Tex.—Assignment of license to Carter Publications Inc. and A. H. Belo Corp.

610 kc

WHKC United Broadcasting Co., Columbus, O.—CP increase 1 kw to 5 kw, install new trans., changes in DA-N.

850 kc

KEEU Berks Broadcasting Co., Berks, Pa.—CP change hours operation from D to unl., install new trans. and DA-N, change trans. site from Spring Township (near Reading, Pa.) to approx. 1 mi. NW Wyomissing, Reading.

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Help Wanted

Copywriter—man or woman by established agency. If you are experienced in writing commercial and retail copy . . . and not satisfied with your present setup . . . this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 660, BROADCASTING.

Wanted—Top personality announcer for morning show. One sponsor. 52-week contract. Excellent salary. Send background, transcriptions, photograph. Box 757, BROADCASTING

Wanted—Manager for radio station. Also have opening for chief engineer. Contact S. L. Braxton, Whiteville Broadcasting Co., Whiteville, N. C.

Experienced operator-announcer with first class license. Must have car. 250 watt network affiliate. $225.00 per month. Permanent position. Send references and audition disc. Manager, KXRO, Aberdeen, Washington.

Good announcer-salesman writes own copy expanding operation here permanent position qualified man. Rush particulars including salary KDFN, Casper, Wyoming.

Combination operator-announcer with first class license needed for new station to open in March. Give references and personal details. Joe Van Sandt, WJOI, Florence, Ala.

Excellent sales opportunity experienced salesman at Rocky Mountain, NBC affiliate. Send experience record, references, photo. Box 792, BROADCASTING.

Announcer-operators. New ABC station in Twin Falls, Idaho wants quality announcers with first class tickets. Send audition disc and your complete story, including starting salary, to Frank C. Carman, KUTA, Salt Lake City, Utah.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Announcer—Basic network staff announcer available on or about February 1st. Audition platter on request. Box 692, BROADCASTING.

Operator, radiotelephone first class license. One year broadcast operation. Three and one-half years Army Radar and radio. Steady and dependable. Box 725, BROADCASTING.

Announcer—News editor, sales promotion, continuity. Veteran, produced and M.C.ed G.I. shows. Prior to service, was assistant program director on west coast station. Age 28, married. Box 726, BROADCASTING.

Commercial man of twenty-six. Experience network affiliate. Desires permanent position station or agency. References. Box 730, BROADCASTING.

Mr. & Mrs. America wants more than mere programs. Purple Heart veteran (partially disabled), age 31, desires opportunity in radio. Three years experience as public speaker; U. S. Navy, U. S. Treasury Department and American Red Cross. Have atomic idea for show that can revolutionize radio. Box 733, BROADCASTING.

Engineering supervisor—Discharged Signal Corps Officer with extensive army and civilian radio experience available. Directed AFRS transmitter installations and acted as Chief Radio Engineer of large agency overseas. Technical supervision Air Force radio projects in midwest. Six years transmitter engineer at 50-500 kilowatt station. Eight years with local and regional stations. Excellent references. Family man. Box 734, BROADCASTING.

Script writer—Ex-prisoner of war, 4 years service, 27, married. Desires position as copy writer, spot commercials, news, music continuities. Have written Army shows, college dramatics. Play nice popular piano. Box 737, BROADCASTING.

Situations Wanted (Cont'd)

Advertising, sales promotion and idea man would like to become associated with a New York television studio or agency. What have you to offer? Box 736, BROADCASTING.

Commercial man over ten years experience radio, successful sales background, at present commercial manager small station, desire change. Married, college man and veteran of World War II. Box 739, BROADCASTING.

Engineer—Army veteran, eight years in radio. Would like job as engineer, preferably chief engineer of station in south or midwest. With 5000 watt station before Army. Age 25. Married. First fone license. Box 741, BROADCASTING.

Engineer, sixteen years broad experience, first class phone, first telegraph, married, children, desires permanent position. Box 743, BROADCASTING.

Veteran, 24, single, anxious to return to radio. Experienced as news editor-assistant, but will consider any opening. NYC preferred. Salary secondary to opportunity. Box 744, BROADCASTING.

Right combination! Original, personable ad-lib D. J. All around morning man. News editor, commentator. Sales appeal. Efficiency, production, X-Marine, family. Prefer large city. Transcription available. Box 745, BROADCASTING.

Sound selling background. Veteran—27—ready, willing, and able to do a real job for small station. Contact experience and write selling copy. Middlewest preferred. Fifty First. Box 746, BROADCASTING.

Chief engineer of two stations, installed one. Four years experience as chief. Two years development laboratory. Technical school and college mathematical background. Qualified to handle directional. Desire position with new or established station or consulting firm. Box 747, BROADCASTING.

Program director—Discharged Army Special Service Producer, available to wide-awake station. Nine years experience all phases of radio. Excellent announcer with confidence in own ability. Married. Box 753, BROADCASTING.

Network executive in radio since 1923, returning staff officer seeks connection with network or leading radio station as director of research, sales promotion or in coverage or audience valuation. Recognized expert on allocations, FCC engineering witness, can develop coverage position of group of stations. Familiar with new media—FM, television, facsimile. Box 756, BROADCASTING.

Announcer—Staff experience. Can handle controls. News, commercials, sports, etc. College background. Transcription available. Box 762, BROADCASTING.

Copywriter — Experienced woman in newspaper writing and radio continuity. College graduate. Like radio or agency work. References. Box 763, BROADCASTING.

A-1 announcer, 3 years experience news, everything. Wants work immediately. Box 764, BROADCASTING.

Newsman-Announcer-writer—with NBC past 2¼ years, smaller stations four. Available to head or announce and write in your news department. Box 766, BROADCASTING.

Lieutenant Colonel, 39, recently released after 4½ years desires connection with some progressive broadcast organization. Married, two children, college trained. Last 15 years in radio, administrative and technical including construction, installation and maintenance. First class broadcast license. Good references. Write for details. Box 767, BROADCASTING.

Announcer—Experienced. Employed in Chicago station. Prefer southwest, U. S. Box 768, BROADCASTING.

SOS—Experienced engineer urgently needs work. Box 769, BROADCASTING.

Broadcast engineer—Experienced on installation, AM-FM, high power. First phone and college engineering. Family man wants permanent connection. Available now. Prefer middlewest. Details in first letter. Box 771, BROADCASTING.

Situations Wanted (Cont'd)

Program director. More than ten years experience network and local station production and as announcer, newscaster, actor. Plenty of "know-how" on programming. Good personnel man. Tops in public relations. Best recommendations. Family man. Veteran. Available for interview with station that believes in efficiency and good programming. Box 770, BROADCASTING.

Announcer seeks position in northeast. 18 months experience control room, turntables, 3 class ticket. Write copy. Transcription available. Box 773, BROADCASTING.

Have good job, but want better. Available as station manager or executive if you have progressive, public service station paying for ability. Experience: NYC advertising agency; newspaper work; all phases radio, including FM promotion and management; four war years, including overseas-public relations with national organization. Young, pleasantly aggressive. Will take job only where there is housing for family. Box 774, BROADCASTING.

Announcer-newscaster. Good voice, four years general experience. Age thirty-two. Ex-serviceman. Transcription available. Box 775, BROADCASTING.

Available sound radio man—Management, sales, or programming. Outstanding record. Box 779, BROADCASTING.

Top announcer leading midwest powerhouse, at liberty due returning serviceman. Interested steady development, emphasis on news. Personal contact possible midwest, east, south. Box 780, BROADCASTING.

If your station needs promotion and sales service on the west coast a young sales promotion representative is now ready to handle two stations only. Will specialize on accounts and agencies. Write Box 781, BROADCASTING.

Announcer—Four years excellent record. Free last January. Box 782, BROADCASTING.

Announcer—3 years experience. News, commercial, special events. Married, age 27, veteran. Now in Chicago. Box 783, BROADCASTING.

Chief engineer. Installation, survey and maintenance experience. Have record for initiative and executive abilities. Also, will invest in station going on air. Box 784, BROADCASTING.

Announcer. Mike vet since 1935. Sports. Commercial. General. Hard worker. World War II veteran. Can give results. Don't bother me except with worthwhile offer. Box 786, BROADCASTING.

Veteran. First class radio telephone license. Three years Army radio and Radar; fifteen years active licensed radio amateur. 36 years of age. Want work as a radio operator. Box 788, BROADCASTING.

Announcer-salesman. Ex-naval lieut.; 29; B.S. Bus. Admin.; sales experience; passed N. B. C. (N. Y.) announcers audition (Service). Desire to work into sales, business, promotion mgrship. Personnel profile and transcription on request. Box 789, BROADCASTING.

Farm program director, can sell and serve agricultural audience. Ability to talk to rural groups with understanding of their problems and terminology. Successful experience in newscasting, special events for rural listener. Can write, edit copy for accounts directed to country listener. If you want station promotion among rural audience and live interesting programs for the farm market, contact me. Age 32, married, children, college education. 4 years radio. Farm background, experience actual operation. Prefer permanence in midwest, southwest or west. Transcription, photo available. Box 790, BROADCASTING.

Announcer. Veteran. Master's degree. Taught dramatics, English before war. Experience in well-operated radio station. Desire announcing and/or writing position southern station. Superior to average announcer. Transcription available. John Timmerman, 306 Bluff Ave., North Augusta, S. C.

Veteran—First class license five years, two years broadcast, two VHF repair experience, desires permanent broadcast position. N. L. Keys, 824 Sixth St., Port Arthur, Texas.

News-publicity-news writer, editor, announcer, licensed operator, New York experience, journalism degree, Army public relations, AFN duty. Will travel anywhere. Raymond Adams, 50 Washington Ave., North Plainfield, N. J.

Situations Wanted (Cont'd)

Program director-announcer. Veter College grad, six years network and perience desires position network, agcy or independent. Thorough training radio production and publicity. N training in television production. Lawrence, 500 Riverside Drive, New Yo 27, N. Y.

All-round announcer—good news commentator, sports, special events. Th and one-half years Army experience years overseas) 2 years civilian expe ence. A-1 references. Prefer south west. Joseph E. Stewart, 4211 W. Par Ave., St. Louis 15, Mo.

Play by play—Experienced news a special events. Program director. Ve eran—married. Desire opportunity to sist station manager. Excellent refe ences. Eight years civilian experience 2½ years overseas experience. Jack M tin, 187 Pulaski St., Brooklyn 6, N. Y.

Veteran, with some acting, announci experience, good voice, personality a appearance wants small station—w travel. Definitely not a floater! Am bitious salary secondary importanc Audition disc available. John Ferri Hartsdale Gardens, Hartsdale, New Yor

Radio sales—Marine captain; journalis graduate; can sell anywhere in Unite States. Ambitious, future of positio important, salary unimpoft; advertisin agency background. Best reference Available immediately. 26, marrie Robert P. Schroeder, 5858 Delor St., S Louis, Mo.

Creative—That's the word for "Think Upper", radio producer, editor, write public relations man with many in teresting projects up his sleeve an —colorful record. (From PHD to Ps chological Warfare.) Excellent refe ences. Emil Lehman, 514 Third Ave Asbury Park, New Jersey.

Television—Director, producer, writ Background: 2 years all around pr duction experience top television st tion. Plus: Motion pictures—radio stage. Prefer agency. Veteran. Gil O'Connor, 139 W. 53rd St., New Yor N. Y. Co. 5-8899.

Ambitious announcer. Vet, 26. Com mercials, news, MC. 1½ years exper ence. Will travel. Training in dramatic singing, public speaking. Sales pe suasiveness. Married. Dependable. Hen D. Patton, 306 W. 78th St., New Yor City.

Announcer—Just released from Arm Eager to start radio anywhere in cou try. Age 28. Single, college, will send re cording upon request. T. F. Enrigh 488 Park Ave., Glencoe, Illinois.

AAF officer. Married. Successful. Nin years radio writing, programming, pr duction, including production manag fifty k-watter. Scripting, directing c commercials and sustainers all ne works. Interested in topnotch executi spot. EI Captain, Air Corps, P. O. Bo 489, W. Blocton, Alabama.

Network announcer—8 years experienc Top shows. News, variety, special event Expert pianist-organist. Well qualifie both program and musical directo Desire good position with outstandin station. RCV Captain, Air Corps, 10 Green Ridge St., Scranton, Pa.

First class radio-telephone operat veteran of Army and Merchant Marin desires to work in broadcast statio Will consider all offers. Vernon Russel S. S. Ephraim Harding, New York, N.

Sports—news announcer. Well grounde in sports. Can do news and regular st work. Type own shows. Also radio en gineering experience. Prefer Iowa—N braska. W. Tilley, 313 Park Ave., Omah Nebraska. Available February 15.

Salesman Wanted

. . . for NBC affiliate in western market, must be capable man with successful background of broadcast selling. Good salary and commission and opportunities that are worthwhile. Give complete information in answering. Box 777, BROADCASTING.

Situations Wanted (Cont'd)

Veteran—26, single, experienced network affiliate, news, control board, etc. Prefer small station. Have transcription, picture available immediately. Will travel anywhere. Available now. William D Kreuzinger, 126 W. 4th St., Plainfield, N. J. Plfd 6-10417.

Announcer, veteran, single, college education, industrious and fully reliable, excellent references at ABC. Wishes position in southwest. Fred Eberhardt, General Delivery, Phoenix, Arizona.

Wanted: A job of selling for station, reps or agency. Midwest preferred, but job with future will put discharged army officer on first train. Gaylord Harding, 1418 E. 67th Place, Chicago 37, Illinois.

Announcer, experienced, newscaster, terrific mail pulling disc jockey. Ex G.I., 24, single, prefer large eastern city. Available immediately. Write or wire Leo McDevitt, 27 Aldworth St., Jamaica Plain 30, Mass.

Veteran with one year training at reputable radio college, covering all phases of radio broadcasting, desires an announcers position with progressive station. Age 28, Robert Armstrong, 6242 So. Bishop St., Chicago 36, Ill.

Time salesman—Veteran, advertising degree. Four years experience in selling. Three years experience Army announcing. Desire connection with radio station or radio representative. Ambitious. Energetic. New York City or Conn. Adolph M. DiGioia, 3004 Cruger Ave., Bronx 67, New York.

Announcer-newscaster, disc jockey, m.c., ad lib, comedy, acting, publicity, programming, production. Three years experience, WEDC, WDSU, WAAF, WJOB. All duties around the clock. Available immediately, permanently. $50.00 plus talent. Bill Dillmer, 3748 Sheffield Ave., Chicago 13, Ill.

Vet—Announcing, publicity and selling background. Pre-war and Army experience. Willing to travel anywhere. College graduate. Edward L. Levenson, 734 Montgomery St., Brooklyn 13, New York.

Radio Technical USNR graduate radio materiel school, 18 months maintaining communications and radar equipment, Radio Pkane first class license. Desire connection with broadcasting station. Raymond Benton Harrell, 605 Clark Blvd., Murfreesboro, Tenn.

Hooper plus personality with proven original ideas. 30, program director, news editor, writer and producer. College and NBC trained. Former government executive. Seeking unusual opportunity. Available January 1. For detailed information, send full particulars of your offer. I want a place where I can really show my stuff and be amply recognized. Box 793, BROADCASTING.

First class technicians available, some experienced in broadcasting. This is the former Midland Radio School with same management, Jerry Taylor president. Training period is one year and improved through our experience training 23,000 enlisted personnel. Our graduates can prove their value. Contact C. L. Foster, Central Radio School, 1644 Wyandotte, Kansas City, Mo.

Wanted to Buy

Wanted to buy—Control or minor interest in progressive station by thoroughly experienced radio technical man . . . background includes station installation from ground up. Buyer to be active in station activities. Box 760, BROADCASTING.

Wanted to buy—250 watt AM transmitter, studio equipment and tower. Write full details to Box 776, BROADCASTING.

Will invest money and services in new or contemplated station. Ex-GI with 8 years complete experience in pre-war radio. Box 785, BROADCASTING.

Small interest New York radio station. Box 787, BROADCASTING.

Wanted—WE double plug patch cords, plugs, jack strips and RCA 41-B preamplifiers, WPIK, Alexandria, Va.

Wanted—One field intensity set for standard broadcast band. Must be approved by FCC. Will pay premium price. Box 791, BROADCASTING.

For Sale

250 watt transmitter. 500 watt transmitter. 1000 watt transmiter. 150 foot tower. 300 foot tower with lights. Box 778, BROADCASTING.

FM

(Continued from page 15)

beyond the horizon but at midday signal drops completely out.

(4) Sporadic E causes interference at great distances on the 40-mc band. (Engineers disagreed, however, as to whether Sporadic E would cause interference with full-channel occupancy).

(5) FM at 100 mc will perform a better service for limited metropolitan areas than AM, but beyond 50-60 miles it would not.

(6) There are not sufficient measurements available to warrant a permanent decision based on actual performance.

The Jan. 18-19 hearings also developed these facts: Manufacturers will not have high-band FM transmitters available until March or later. Most set manufacturers will not be in FM production until spring and at least one admitted his firm delayed action on FM sets to expedite AM set production and cash in on a hungry market.

Norton Discussion

K. A. Norton, author of the oft-quoted Norton's Curves, who made predictions that caused the FCC to allocate FM in the 88-108 mc band, gave a lengthy technical discussion on theoretical values and concluded by stating: "Finally, I would like to state again that I believe the ranges at which satisfactory interference-free rural service will be obtained will be considerably greater in the new FM band."

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs. Division, RCA, chairman of Panel 2, Radio Technical Planning Board, said that while RCA and NBC had accepted the Commission's allocations as final, should it develop that changes are necessary, both RCA and NBC proposed that FM be allocated 48-68 mc.

For Sale (Cont'd)

Majority interest in Florida station. Will deal only with principals. Give financial reference. Box 765, BROADCASTING.

For sale—Highest offer takes a 250 watt RCA type 250-E transmitter with tubes and crystal unit and a 250 foot Blaw-Knox vertical radiator complete with lighting equipment. Ready to ship immediately. Box 772, BROADCASTING.

Have a CP? Here's your chance to get on the air without equipment delay. RCA 250 watt transmitter complete with Bliley oven and tubes now in storage in original crate. 200 foot Lehigh self-supporting tower complete with lighting and base terminating equipment. Coaxial cable and ground wire. All available immediately at purchase price and costs. Details supplied upon inquiry. Box 778, BROADCASTING.

For Sale. In Mexico City a commercial radio broadcasting station now in service and leaving a wide margin of profit. For more particulars address Mr. G. Robles, Calle Joaquin Argaez 14, Tacubaya, D. F., Mexico.

For Sale—Two used Western Electric turntables complete with lateral and vertical pickups. KRLC, Lewiston, Idaho.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $1,000 will buy it. Pacific Coast Amusement Co., Oakland, Calif.

For sale—2 9-A WE pick-ups, with filteres; also one WE 43-A amp. United Broadcasting Co., 64 E. Lake, Chicago 1, Ill.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

FCC FM Text

UPON consideration of the petition of the Zenith Radio Corp. and the General Electric Co. requesting the allocation to FM broadcasting of a second band of frequencies between 44 to 50 mc the Commission has concluded to deny the petition, thereby retaining the band 88 to 108 mc as the allocation for FM broadcasting. An opinion setting forth the reasons upon which the Commission bases this decision will be issued in due course. In the meantime, the Commission has decided to make known its decision so that the industry may proceed without further delay with its planning and production in FM field.

M. L. Levy, chief engineer of special productions, Emerson Radio & Phonograph Corp., opposed the two-band plan for FM, urged that satellites be used to expand coverage and that the FCC abolish all AM broadcasting except clear channel stations with super-power. He recommended that additional FM channels be added to the 88-108 mc band. Mr. Levy was listed in the official record as appearing "on behalf of and for" the FCC.

Cyrus T. Read of the Hallicrafters Co., Chicago, opposed the Zenith petition. He said Hallicrafters would have a converter on the market in February.

David B. Smith, vice president in charge of engineering, Philco Corp., Philadelphia, opposed two bands on the grounds that it would impair performance of sets. He said Philco sets are coming off of production lines now, that his company, however, was making farm receivers without FM.

W. F. Cotter of Stromberg-Carlson Co., Rochester, said his company will be in FM set production in April—with two bands.

H. B. Donley, manager, Home Radio Division, Westinghouse Electric Corp., made no recommendations, said his firm expects one-band FM production about March.

Comdr. Paul A. DeMars, former Navy Communications officer and one-time chief engineer of the Yankee Network, said FM service depends on five main points: (1) Height of antenna; (2) radiated power; (3) topography; (4) troposphere, which is influenced by the weather; (5) ionosphere.

He said the FCC curves (Norton's curves) in the 44-50 and 88-108 mc band "are misleading." He did not question their accuracy but did question "the fact that the curves are used officially by the FCC to support the allocation of FM when the actual propagation characteristics depart from the curves by factors of hundreds and thousands to one."

Minimum signal determines the service, he said. Zenith based its Deerfield measurements on minimum signal whereas the Commission used the median signal for its Andalusia tests. Comdr. DeMars urged that the center of the FM band be located between 40 and 100 mc. He recommended that the FM band start at 50 mc and extend 30 mc upward.

Col. W. A. Roberts, counsel for Television Broadcasters Assn. and Allen B. Du Mont Labs., opposed the Zenith petition on the grounds that it would deprive television of a needed frequency. Opposition also was voiced by Norman S. Case, former Commissioner, appearing for the U. S. Independent Telephone Assn.; Zellon E. Audritsh, Associated Police Communications Officers; Herbert A. Friede, International Municipal Signal Assn., and Frank W. Walker, RTPB Panel 13. Their opposition was on the grounds that allocation of FM at 42-50 mc would disturb special and emergency services.

CBS Realigns Programs After 'Websters' Move

IN LINE with CBS decision to replace *Those Websters*, sponsored Fri. 9:30-10 p.m. (EST) by Quaker Oats Co., with "some kind of comedy program" [BROADCASTING, Jan. 14], the network March 8 starts United Drug Co. *Durante-Moore Show* in that period shifting from 10-10:30 p.m. spot. Pabst Sales Co. *Danny Kaye Show* succeeds latter program, moving up from 10:30-11 p.m. time and in turn is replaced by *Bob Crosby Show* under sponsorship of Ford Motors dealers, Tues. 10-10:30 p.m.

Quaker moves *Those Websters* to full Mutual network effective March 3, in Sun. 6-6:30 p.m. spot, as result of long standing argument with William C. Gittenger, CBS vice president in charge of network sales. Quaker agency is Ruthrauff & Ryan, Chicago.

Connor Leaves ABS Post, To Be KNAK Manager

RICHARD F. CONNOR, vice president in charge of operations of Associated Broadcasting System, last week acquired an interest in KNAK Salt Lake City and will become manager of the station next month, relinquishing his ABS office effective Jan. 26.

Mr. Connor

Announcement was made by Howard D. Johnson, president of the station, authorized last year to operate on 1400 kc with 250 w.

Mr. Connor formerly served as coordinator of the combined stations on the Pacific Coast for the Western Defense Command and also was chief of station relations of OWI in Washington. Before joining ABS, he served as station relations director of Mutual.

Video Hearings

(*Continued from page 86*)

the maximum number of stations allowed by the Commission would be operating in Washington by 1949.

"Do you know it will be possible to have 11 or 12 FM stations in Washington?" asked Mr. Plotkin.

"Yes," he replied.

"In addition to six AM? You think, with 16 or 17 stations in Washington, you will still be able to make $80,000 a year?"

"I think so. I think the more radio stations there are, the better they all do."

Charles M. Harrison, secretary of WWDC and comptroller of the Joseph Katz Co., said the average yearly income of the advertising agency over the last seven or eight years, including Mr. Katz's salary, has been $100,000 to $125,000.

Mr. Katz, chief owner of WWDC, testified his agency places around $6,000,000 of advertising. He said he personally and the Joseph Katz Co. have pledged $620,000 to finance the station over the next four years and that he would extend the loans as long as necessary.

Questioned by Chairman Porter, he affirmed Mr. Strouse's belief that WWDC could make $80,000 a year even with as many as 18 stations in Washington.

Asked why he is interested in getting into television, he replied: "Because it happens to be rather an exciting work, and I think it is the business of tomorrow . . . The minute there is any taste of television, the sets will come so fast it will make you dizzy."

When sets are available from the stores on payments, he added, "there won't be enough wagons to haul them out."

Du Mont Testifies

Dr. Allen B. Du Mont, president of Allen B. Du Mont Labs., Inc. related that in 1929, he constructed the first experimental television station authorized by the old Federal Radio Commission. He said Du Mont is the only one of the applicants who has actually gone ahead with television in Washington, operating an experimental station since 1939.

He submitted a balance sheet showing current assets of $3,455,256 as against current liabilities of $1,160,303.

He estimated that Du Mont would be in actual commercial operation in "probably several months" after receiving FCC approval.

He said the Washington station would be part of a proposed Du Mont network of five television stations including New York, Pittsburgh, Cleveland and Cincinnati.

Questioned by Mr. Pierson, he said Paramount is a substantial stockholder in Du Mont Labs. but does not control the operation of the company. He said Paramount is "interested in an insurance policy, the same as a lot of other people."

Dr. Thomas T. Goldsmith Jr., Du Mont director of research, testified that adequate coverage would be provided by the Harrington Hotel site, where the Du Mont experimental station is located. He exhibited pictures televised with a 60 w transmitter and said receptions conditions would be increased by use of a 5 kw transmitter which is nearing completion.

Additional Testimony

Additional testimony in support of the Du Mont application was given by Julian Armstrong, assistant to the president; Leonard F. Cramer, vice-president and director of the Television Broadcasting Division; and Samuel H. Cuff, general manager of the Division.

Appearing as first witness for the Evening Star Broadcasting Co. (WMAL), Samuel H. Kauffman, president, disclosed plans for a $1,000,000 radio center to be built in Washington to provide offices and studios for WMAL and future FM programming and to include television studios, if his company receives a license. He said the building will be erected on a site obtained at 12th and K sts N. W.

Mr. Kauffmann said that community activities would be given emphasis in programming of the proposed television station. He said that advertisers in the *Evening Star*, owned by the Evening Star Newspaper Co., parent corporation of applicant, would not receive preferential treatment.

Kenneth H. Berkeley, manager of WMAL, described program plans of the proposed station including cooperative arrangements with American University in telecasting educational and dramatic subjects. He said a studio would be built on the university campus, where a transmitter site has been obtained under an option agreement.

Mr. Berkeley said sports would be given special coverage by the proposed station. He added that first rights to telecast football games of the Washington Redskins have been obtained, contingent on his company receiving a license.

Worthington C. Lent, consultant engineer, gave technical testimony on the applicant's plan to erect a 400-foot tower on the university campus. When the question of CAA regulations was raised, Chairman Porter remarked that this problem would be the joint responsibility of the Commission and the applicants.

Testimony in support of NBC's application for a station in Washington was given by John F. Royal, vice-president in charge of television operations; Carlton D. Smith, manager of WRC; Noren E. Kersta, manager of the television department; H. F. McKeon, controller; and Raymond F. Guy, facilities engineer.

Mr. Royal told the Commission he regarded ownership of a station in Washington as essential to NBC's plans for network television. Program standards of NBC, he said, require that the station be owned by the company.

Discussing the importance of national affairs in NBC's television program plans, Mr. Royal said that "public figures of the future will need to be telegenic."

An exhibit introduced as evidence of NBC's financial qualifications showed assets as of Dec. 31, 1945 at $19,817,153.

Another exhibit relative to NBC's experience in television listed 21 "firsts" in video development and traced progress in the art since the invention of the Iconoscope in 1923 to the RCA demonstration of three-dimension color at Princeton, N. J. on Dec. 13, 1945.

The network estimated monthly operating expenses for its proposed station, on the basis of a 28-hour weekly schedule, at $61,334. Expenses on a 67-hour basis were estimated at $113,438. Total revenue for the first year was estimated at $25,972.

Remote Pickups

Program plans submitted included remote pickups from government agencies, animated cartoons incorporating weather forecasts, exhibitions and fashion shows, preparation of famous recipes by outstanding chefs in embassy kitchens, and newsreels.

Mr. Guy testified that NBC plans to operate from the Wardman Park Hotel where its transmitter and studio facilities would be located. Studios would also be established in the Trans-Lux Building in downtown Washington, he said.

Philco Corp., last applicant to be heard, submitted a balance sheet as of Dec. 31, 1944 showing current assets at $52,227,526. Sales in 1944 were listed at approximately $145,000,000.

John Ballantyne, president, told the Commission the corporation hopes to have some television sets on the market this summer.

David B. Smith, vice-president in charge of engineering, testified that Philco intends to use its television station in Philadelphia (WPTZ) and its proposed Washington station as a proving ground for development of relay equipment. He said the corporation does not contemplate establishment of a national network.

"We have been looking forward for 18 years to the time when television would be a commercial reality and ready for widespread use," he said. "We believe that time has now come."

F. J. Bingley, chief television engineer, said Philco has received zoning approval to build a 350-foot tower on a site in Arlington County, Va. He said main studios would be built in Washington but there would also be programming facilities at the transmitter site.

He estimated the station can be on the air with full facilities by July 1947 but could get started with low power by October of this year, if its application is approved.

The Corporation introduced as evidence comprehensive exhibits on its television activities, program plans, estimated costs of operation and engineering data. The proposed antenna system and transmission lines for the station were described by Raymond M. Wilmotte, consulting engineer.

NAB District Meetings

14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.
6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.
11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part,) March 25-26 Palmer House, Chicago.
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
Others to be held in April and May.

MILLER TO SPEAK AT HOUSTON BANQUET

JUSTIN MILLER, NAB president, will deliver the principal address Feb. 2 at the annual Houston Junior Chamber of Commerce banquet. King H. Robinson, public relations director of KTRH Houston, is retiring chamber president. George A. Butler, of KTRH, will introduce Mr. Miller.

At Dallas, where the NAB head will attend the NAB 13th District meeting, a group of Houston broadcasters will provide an escort party for the trip to Houston. In the party will be T. Frank Smith, KXYZ; Judge Roy Hofheinz and Ted Hills, KTHT; B. F. Orr and King Robinson, KTRH; Kern Tips, KPRC. All Houston stations and a regional hookup will cover the event.

Mr. Miller will deliver the address in Denver Jan. 27 at dedication of the new American Legion $1,500,000 memorial building. The speech will be broadcast.

Video Film Repeats

ALLEN B. DU MONT LABORATORIES last week demonstrated to IRE-AIEE visitors 16 mm film recording of video programs, photographed off the screen of a monitor receiver while the program was being telecast. These recordings, silent in the demonstration film which had a descriptive sound track dubbed in, will include both sound and picture and can be used for rebroadcasts.

AFM Dealing To Be Handled Locally

Union and NAB Prepare To Name Joint Committee

MUSIC negotiations between broadcasters and the AFM will be handled on the local level, it became apparent last week as the union and NAB prepared to announce membership of a joint committee to draw up a national policy.

Groundwork for radio's negotiations with AFM was laid when Justin Miller, NAB president, met with the Industry Music Committee, representing all segments of broadcasting regardless of NAB membership. At this meeting Mr. Miller reported on his session the previous Friday with James C. Petrillo, AFM head, and the union's international executive board [BROADCASTING, Jan. 21].

Three Main Problems

Three main problems face the industry music negotiators. First, they must prevent a musicians' strike, with its serious consequences. Second, they must draw up a longtime policy satisfactory to both parties. Third, they must distribute any increased music costs equitably among industry segments.

The industry meeting authorized Mr. Miller to appoint a smaller negotiating committee to meet with the similar AFM committee. Size of the industry committee will depend on composition of the AFM's negotiating body. It was agreed the committee should be small enough to permit efficient negotiating yet large enough to be representative of networks, affiliates, large stations, small stations and other segments of broadcasting.

Members of the industry committee commended Judge Miller for his handling of the Jan. 18 appearance before the AFM board. Their support followed the vote of confidence given him at the Jan. 3-5 meeting of the NAB board in Los Angeles.

General agreement was noted among industry elements that early negotiating is necessary if a serious music crisis is to be averted and a longtime operating basis established. Broadcasters of long standing, who have been involved in past music negotiations and know intimately the perils of taking anything for granted in music contracts, conceded that the new note of harmony may augur more efficient dickering than the traditional arms-length strategy.

In the future the Industry Music Committee meetings will be attended by members of the NAB Employe-Employer Relations Committee, following a suggestion by the board at Los Angeles.

President Miller will be on the road until Feb. 10, attending NAB district meetings, but will be in touch with Washington headquarters and Executive Vice President A. D. Willard Jr. Under present plans Mr. Willard will join the NAB traveling party at Tulsa Feb. 4, when C. E. Arney Jr., secretary-treasurer, returns to Washington. Mr. Arney took part in the AFM board session in Chicago.

District meetings have been getting first-hand account of music developments from Mr. Miller and this procedure will continue.

Policy Declarations

The AFM would like to negotiate on a national basis but realizes that unions are exempt from anti-trust laws whereas business enterprises are liable to their provisions.

Out of industry-AFM negotiations, therefore, can come only declarations of policy, but the terms of these declarations will be important when local negotiations get under way. Mr. Petrillo readily explains that he wants to get more work and pay for "my boys." But he also insists that he knows the industry has its problems and that they will be recognized.

Influencing the negotiations will be the Lea bill (HR-5117), aimed directly at the Petrillo union, which was approved by the House Interstate & Foreign Commerce Committee (see story page 16).

After the meeting of the Industry Music Committee, which was held last Monday, Judge Miller met the next day with his Presidential Advisory Committee. This group reviewed developments at the industry committee meeting and counseled with the president.

Attending the music committee meeting were: Frank E. Mullen, NBC; Frank K. White, CBS; Wayne Coy, WINX Washington; T. A. M. Craven, Cowles stations; Robert Swezey, MBS; Keith Kiggins, Joseph McDonald, American; G. Richard Shafto, WIS Columbia; Theodore R. Streibert, WOR New York; John Elmer, WCBM Baltimore; Clair R. McCollough, WGAL Lancaster; E. E. Hill, WTAG Worcester; Messrs. Miller, Willard, Arney.

Attending the advisory committee meeting were Campbell Arnoux, WTAR Norfolk; Frank M. Russell, NBC Washington; J. Harold Ryan, Fort Industry stations; Mr. McCollough.

Members of the NAB Employe-Employer Relations Committee are: Mr. Elmer, chairman; F. W. Borton, WQAM Miami; William Fay, WHAM Rochester; John E. Fetzer, WKZO Kalamazoo; Frank King, WMBR Jacksonville; Howard Lane, WJJD Chicago; Harry LePoidevin, WRJN Racine; J. O. Maland, WHO Des Moines; Mr. McCollough; John H. MacDonald, NBC; Calvin J. Smith, KFAC Los Angeles; Mr. White.

Conditional Grants Issued for 11 More FM Stations, Bringing Total to 290

AN ADDITIONAL 11 FM stations were given conditional grants by the FCC last week, bringing total authorizations since resumption of licensing to 290. The grants were issued for stations in 10 scattered states. All but two went to applicants with interests in AM stations.

As in the case of previous conditional grants, the authorizations make available a channel for each grantee but require examination of engineering data before frequencies can be assigned. A period of 90 days is given where additional information is required.

The procedure enables the grantees to proceed with preliminary plans for obtaining equipment for studios and programming operations but does not permit placing orders for transmitters and antenna. Proposals relating to these matters are still under review.

Following is a list of the grants:

City	Grantee	Type of FM Station
	CALIFORNIA	
San Mateo	Amphlett Printing Co.	Community
	GEORGIA	
Augusta	The Augusta Chronicle Broadcasting Co.	Metropolitan
	ILLINOIS	
Springfield	WTAX, Inc. (WTAX)	Metropolitan
	MARYLAND	
Salisbury	The Peninsula Broadcasting Co. (WBOC)	Metropolitan
	MINNESOTA	
Minneapolis	Independent Merchants Broadcasting Co. (WLOL)	Metropolitan
	MISSOURI	
Joplin	Joplin Broadcasting Co. (WMBH)	Metropolitan
	OHIO	
Toledo	The Fort Industry Co. (WAGA)	Metropolitan
	PENNSYLVANIA	
Du Bois	Tri-County Broadcasting Co., Inc. (WCED)	Metropolitan
	TENNESSEE	
Bristol	Radiophone Broadcasting Station WOPI, Inc. (WOPI)	Metropolitan, possibly rural
	WISCONSIN	
Town of Greenfield	Wm. C. Forrest (WIBU)	Metropolitan, possibly rural
Oshkosh	Myles H. Johns, et al, d/b as Oshkosh Broadcasting Co. (WOSH)	Metropolitan

Just 'Flippant'

FCC CHAIRMAN Paul A. Porter was only kidding when he told the NAB (in the presence of Congressmen) that he had "legal advice" to the effect that he was lobbying on NAB time when he urged larger appropriations for the Commission [BROADCASTING, Sept. 17]. Mr. Porter was called to task by Rep. Richard B. Wigglesworth (R-Mass.) during hearings on the 1947 fiscal year budget. Mr. Wigglesworth wanted a full explanation of Mr. Porter's comment at the inaugural dinner for NAB President Justin Miller. Said Chairman Porter: "I should characterize that probably as a rather clumsy effort to be flippant . . . If I am guilty of any violation of law, it was an error of judgment and not intention."

REDMAN APPOINTED WESTERN UNION VP

REAR ADMR. JOSEPH R. REDMAN, USN, just retired as chief of Naval Communications, has been appointed vice president of Western Union, effective Feb. 4, according to Joseph L. Egan, Western Union president. Admr. Redman has represented the Navy on the Joint Communications Board, the Combined Communications Board, Board of War Communications, and the State Dept.'s Telecommunications Committee.

A graduate of the U. S. Naval Academy, class of 1914, he was appointed chief of Naval Communications in February 1942. In September of that year he commanded the *U. S. S. Phoenix*, and took part in the Battle of the Coral Sea. In April 1943 he resumed his post as communications chief for the Navy.

He recently was awarded the Distinguished Service Medal. The citation read, in part: "Through the exercise of foresight, energy and the highest qualities of leadership and judgment, Rear Admr. Redman directed the development and expansion of Naval Communications to a size and degree of efficiency unequalled in the history of naval warfare."

Patt Manages WNBH

JAMES M. PATT, released recently from the Navy, has been appointed manager of WNBH New Bedford, Mass., it has been announced by Basil Brewer, station owner. Hugh R. Norman remains as supervisor of WNBH and WOCB West Yarmouth, Mass., affiliated operation, and of the radio activities of Bristol Broadcasting Co. Mr. Patt, in radio since 1928, was assistant to the manager of WKRC Cincinnati before entering service.

At Deadline...

REALTY FIRM SEEKS BALTIMORE REGIONAL

APPLICATION for new standard broadcast station in Baltimore on 680 kc, with 5,000 w fulltime filed last Friday by Tower Realty Co., Baltimore, newcomer in radio which has application pending for television. Company also plans immediate application for metropolitan FM.

Head of Tower Realty is Karl F. Steinmann, Baltimore attorney. Associated with him: Maj. Gen. Philip Hayes, former commanding general, Third Service Command; Jack Stewart, former general manager, WCAO and WFBR, Baltimore, more recently manager, KCMO Kansas City.

NEWSMEN ENTERTAIN TRUMAN

MORE THAN 500 guests, headed by President Truman, scheduled to attend second annual Radio Correspondents Assn. dinner for President at Washington's Statler Hotel Saturday night. Guest list included members of FCC, the Cabinet, Supreme Court, Congressional leaders and Government agency heads. Lowell Thomas, NBC commentator, was to m.c. with following show under direction of Clarence L. Menser, NBC vice president, and Fred Shawn, his administrative assistant: Larry Storch, mimic; the Hartmans, dance team; Igor Gorin, baritone; Dr. Frank Black and NBC orchestra; Sgt. Eugene List, pianist; Evelyn Knight, singer; Jimmy (Prof Backwards) Edmundson; Sgt. Harvey Stone, GI comic; the Acromaniacs, acrobats. Marine Corps band also scheduled to play. Major networks provided entertainment, with NBC chosen to coordinate. Last year CBS was coordinator.

ROSENMAN TO PRACTICE

JUDGE SAMUEL I. ROSENMAN, whose resignation as special counsel to President Truman was announced Thursday, became a member of New York law firm of Goldmark & Kaye last Friday. Firm will be known as Rosenman, Goldmark, Colin & Kaye. Ralph F. Colin is general counsel and a director of CBS. Sydney Kaye is vice president and general counsel of Broadcast Music Inc. and has been active in radio law. Judge Rosenman, former New York Supreme Court justice, served as special counsel both to President Roosevelt and President Truman. Upon accepting his resignation President Truman said Judge Rosenman would continue to act in an advisory capacity.

KCMJ STARTS FEB. 10

KCMJ Palm Springs, Cal., starts operations Feb. 10 with 250 w on 1340 kc and will become 154th affiliate of CBS as bonus station in Columbia Pacific Network. Palm Springs Broadcasting Co., KCMJ operator, is owned jointly by Dick Joy, announcer on *Danny Kaye Show* on CBS, and Donald C. McBain. Clinton Jones is general manager.

MEMBERSHIP of Broadcast Measurement Bureau included all four major networks and 615 stations as of Jan. 24. Latest subscriber was WSPA Spartanburg, S. C. BMB subscriptions paid and pledged total $975,000.

COPLEY ADV. AGENCY, Boston, Feb. 1 moves to larger quarters at 457 Stuart St., Boston, marking third expansion of agency in four years.

RADIO LEADERS TO SEE TRUMAN

IT WILL BE "Radio Day" at White House Wednesday when broadcast delegation lunches with President Truman in connection with *March of Dimes* project, in which radio is anchor medium. Howard J. London, radio director, will shepherd radio flock, to include: A. D. Willard, NAB executive vice president; J. Leonard Reinsch, radio adviser to President Truman; Edgar Kobak, president MBS; Davidson Taylor, CBS vice president; Clarence Menser, NBC vice president; James D. Shouse, WLW Cincinnati; John Elmer, WCBM Baltimore; Joseph O. Maland, WHO Des Moines; Clair R. McCollough, WGAL Lancaster; T. A. M. Craven, Cowles Broadcasting Co.; Campbell Arnoux WTAR Norfolk.

FREED URGES SERVICE

ARTHUR FREED, vice president, Freed Radio Corp., and chairman of Pioneer FM Manufacturers Conference, Friday wired FCC Chairman Paul A. Porter urging Commission to revoke order requiring broadcasters in 42-50 mc band to change to 88-108 mc by Jan. 1 and instead to order them to maintain service in lower band. Mr. Freed also urged FCC to order stations that have discontinued FM broadcasts "because of Petrillo demands to resume service with recorded programs until the broadcasting industry settles their differences with Petrillo."

TATHAM-LAIRD OPENS

NEW Chicago agency, Tatham-Laird Inc., has been organized by Arthur E. Tatham, former vice president and manager of Young & Rubicam, Chicago, and Kenneth Laird, account executive of Dancer-Fitzgerald-Sample. Operation will start March 1, with "limited number of consumer advertising accounts of major stature to be handled." Comdr. Tatham is on terminal leave from the Navy. Mr. Laird has been at D-F-S two years. His place as account executive on P&G (drug) will be taken by V. T. Mertz, at one time with H. W. Kastor & Sons as P&G contact.

CBS CHICAGO PLAN

CBS hopes to have a high-definition, full-color video transmitter installed in Chicago by April or May. Transmitter, to operate in the ultra-high band on 490 mc, now being built by CBS engineers. Westinghouse will supply studio equipment. H. Leslie Atlass Jr. will be in charge. CBS since Dec. 20 has been operating a video transmitter on 700 mc band, Robert Serrell, CBS engineer, reported at IRE video session. Transmission is for propagation studies and is conducted in cooperation with FCC. (IRE story on page 18.)

Closed Circuit

(*Continued from page 4*)

months before Pearl Harbor and engineering standards never had chance to work because of wartime equipment freezes. Canada has proposed two-year extension and U. S. delegation headed by Commissioner E. K. Jett is for it, with preparatory conferences to be held on technical revisions at subsequent treaty conference in 1947.

People

LT. COL. JERRY BRANCH, former Air Communications Officer, 14th Air Force under Gen. Chennault in China, is in Washington on terminal leave preparatory to release from Army April 1. On leave from Crosley Corp., Cincinnati, where he was technical adviser and assistant to James D. Shouse, the vice president in charge of broadcasting, Col. Branch winds up nearly five years of active Army service. He spent 18 months overseas—15 months in China and three in South America. He has not announced future plans.

JUSTIN MILLER, NAB president, named chairman of American Bar Assn. committee on cooperation of laymen and the courts. He formerly was Associate Justice of U. S. Court of Appeals for District of Columbia.

SIDNEY SPARKS, traffic manager of RCA Communications, has been awarded Legion of Merit for outstanding achievements while a lieutenant colonel and officer in charge of War Dept. Signal Center, Washington, D. C. from October 1943 to August 1945.

COL. ROBERT S. ALLEN, Washington correspondent and former partner of Drew Pearson on MBS and ABC, named to Veterans Administration Prosthetic Advisory Committee. He lost an arm while serving on late Gen. George S. Patton's staff.

JOHN H. McCULLOUGH, released as lieutenant commander by Navy and former vice president of Doremus & Co., Boston, joins H. B. Humphrey Co., Boston-New York agency, in executive capacity.

CARL GEBUHR, just released from the Navy as lieutenant (jg), appointed director of press information for CBS Washington and WTOP. He was in charge of publicity for the Washington Navy Recruiting Station.

WILLIAM B. WAY, vice president, general manager, KVOO Tulsa, elected treasurer of Tulsa Chamber of Commerce, also named chairman of city's Victory Clothing Drive.

JOHN SALISBURY, former announcer, WMIN Minneapolis-St. Paul, back from Army service, named WMIN program director. CARL OXMAN, station announcer, also back after Pacific duty.

RUSS ZEININGER, JOHN McLOUGHLIN and CHARLES ROCKWELL have returned from Army service to rejoin Benton & Bowles, New York.

JOHN LEECH, released from British Navy, last week en route to Mexico City to become BBC Mexico director.

EDWARD CONNOLLY, former promotion manager, WBT Charlotte, N. C., joins copy staff of NBC's Advertising & Promotion Dept.

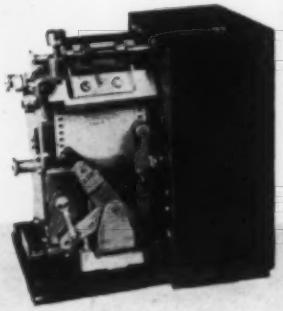
ROBERT SAUDEK, member of ABC's Public Relations Dept., appointed director of public service for ABC, succeeding Harrison B. Summers, resigned.

BILL DOLLARD, former assistant account executive, BBDO, New York, joins radio department of Dancer-Fitzgerald & Sample, N. Y.

NOW more information

about listening in the WLW Merchandise-able Area . . . more accurately measured by the

NIELSEN RADIO INDEX



What is this . . .

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION